



IPSWICH
BOROUGH COUNCIL

SUPPLEMENTARY PLANNING DOCUMENT

IPSWICH TOWN CENTRE AND WATERFRONT PUBLIC REALM STRATEGY

Adopted July 2019

1. Introduction

- 1.1 Ipswich has a wealth of assets: it benefits from an excellent location containing a diversity of heritage buildings and one of England's oldest townscapes; a vibrant town centre; a wealth of cultural and leisure facilities; a strong education presence; and with a historic Waterfront along the River Orwell providing amenity for the town.
- 1.2 The primary role for the Public Realm Strategy Supplementary Planning Document (SPD) is to support Ipswich's social, cultural and economic prosperity, and to make the town a more beautiful place.
- 1.3 Through urban renewal the improvement of streets and public spaces in and around the town centre and Waterfront will help make Ipswich more attractive and improve the amenity for people living, visiting and working here. It will benefit businesses through improvements that make it easier to walk and spend time in the town centre, bringing higher footfall and more commercial activity. Tangible, physical improvements will help boost confidence and image, and help catalyse further development and investment, underpinning long term resilience and competitiveness of Ipswich. Ultimately it will help make the town centre a better experience for those who live, work or study in Ipswich or those who come to visit.

Overview of contents

- 1.4 The document is made up of a series of specific chapters which sets broad high level objectives for the SPD. These objectives are expressed in a number of ways. Firstly through set design guidance which can be used anywhere within the SPD area for urban design, public realm or highways projects. Secondly, the SPD looks into more detail at a series of potential projects across the urban area, split into two separate criteria: twelve which are key to the delivery of the SPD objectives, and then a further 26 other supporting projects that would, if implemented support the overall strategy of urban renewal.

Objectives

- 1.5 This SPD is a means to guide the improvement of the quality of public spaces and streets in the town centre and Waterfront to meet three key objectives. It provides design guidance in relation to all public space design projects within the SPD area, and identifies a number of potential projects throughout the public realm strategy area either as Key Location Projects or as Supporting Projects.
- 1.6 There are a number of key deliverable themes imbedded within the SPD; however, all seek to achieve three main objectives:
 - Improving connectivity between key places
 - Improving legibility and permeability
 - Creating a coherent identity for the town centre and conserving its historic character.

All of which will help to create more attractive public spaces.

- 1.7 The SPD area is identified on the map below (*Figure 1*) and relates to the main part of the centre of the town, where most benefit will be felt from major public realm improvements.

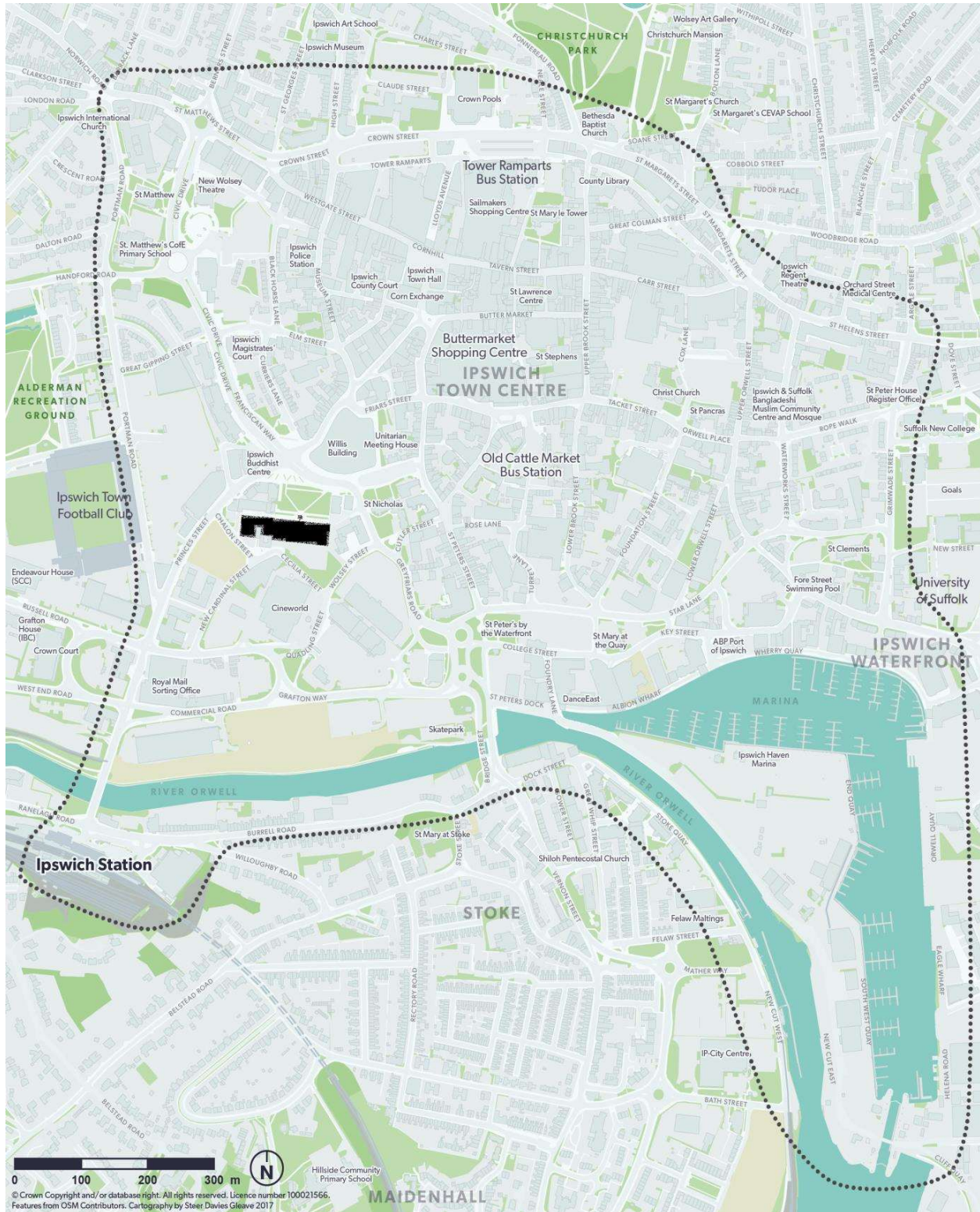


Fig 1. Public Realm SPD - Study Area

- 1.8 The delivery of the three objectives and the identified projects will result in number of specific key strategic benefits such as:- recognising the distinct identities of different parts of the town centre, and celebrating Ipswich's heritage; strengthening north-south axes across the town centre to the Waterfront; guide the improvement of streets, public spaces and gateways; and help to create a public realm that supports social, cultural & economic prosperity. Furthermore through delivery of projects it will improve the Carr-Tavern-Westgate route, and promote strong physical connections between town centre and the Waterfront. Furthermore it will strengthen the route between the station and the town centre, and promote the east west riverside connection.

Achieving the Objectives

- 1.9 Nine themes have been identified which are essential to making the town centre a better experience for all. These nine themes identify the good things about Ipswich and how they might be improved by an enhanced public realm.

Strengthening identity: The town centre and Waterfront identities are strong, with the presence of many archaeological and cultural assets and a uniquely significant inheritance of historic streets and public spaces. Making more of this heritage through public realm enhancements including detailed design elements would make more of these assets.

Celebrating public life: Ipswich has a number of churchyards within the public realm of the town centre. Using these more and in better ways would improve the appreciation of these historic spaces. The inclusion of additional appropriate activity in and around the churches (for example, with sitting out areas) may improve the use of these spaces, providing a place for events or performances, or perhaps informal/formal play areas.

Prioritising walking: Ipswich town centre benefits from excellent pedestrianised areas in the main shopping streets. However the strengthening key routes would enhance some of the local links in the town centre, and provide enhanced links to some of the town centre development sites, and access to green spaces. This could be in the form of physical enhancement of walking routes and through the promotion of specific heritage and cultural trails through the town. The improvement of the walking routes would also help in the reduction of vehicle dominance within certain areas.

Enhancing legibility: The way people visually navigate the town through local landmark buildings and key public spaces and routes is essential for increasing the vitality of the town centre and can help with attracting people to new areas. This can be done through the reinforcing of particular main routes, gateways, spaces and nodes. Architectural landmarks and other features also provide natural wayfinding and improved legibility for walking and cycling.

Designing for people: This might mean by introducing human-scaled routes and spaces where public realm improvements can be made, and making these accessible and comfortable, with appropriate shade and shelter. Furthermore, the safety and security of the public through activity, lighting, and natural surveillance, should be enhanced wherever possible.

Connecting cycle routes: The upgrading of existing infrastructure through working with the Highways Authority will allow for improved access to the town centre for those wishing to use bicycles. This will require the filling in of the gaps in the cycle network, and the provision of high quality cycle parking in the right places.

Balancing vehicular movement: It is essential that the town remains accessible by all of those using it in the appropriate form of transport, be that walking, cycling or by motorised vehicle. The maintenance of vehicular access in the town centre in appropriate places at appropriate times is clearly very important. This means enforcing traffic restrictions in pedestrian priority streets where they apply, consolidation/relocation of temporary surface car parking, and improving bus stop visibility, comfort and accessibility.

Adding landscaping and trees: The town centre has a number of green parks and spaces. However, the public realm will be improved with the addition of trees and landscaping in appropriate places. This can be done through the intensive greening of certain small scale places, the provision of new green spaces within developments, and promoting the presence of existing parks, green spaces and river frontage.

Promoting quality and durability: The public realm will be enhanced with the introduction of a higher quality palette of materials, used appropriately for certain priority areas when used against a backdrop of more standard materials. It is essential that improvements to the public realm are fit for purpose, hard-wearing and resilient, with consideration made for the whole life costs including maintenance and repair of projects.

2. Policy Context

- 2.1 Section 36(8) of the Town and Country Planning Act 1990 states that decisions on planning applications must be taken in accordance with the development plan unless there are material considerations that indicate otherwise. The development plan for Ipswich is the Core Strategy and Policies development plan document, and the Site Allocations and Policies (Incorporating IP-One Area Action Plan) development plan document (February 2017). These are currently being reviewed and will be replaced by new development plan documents in due course.
- 2.2 National planning policy is a material consideration in the consideration of planning applications. Current national planning policy is set out mainly within the National Planning Policy Framework (2018) (NPPF)¹.
- 2.3 This SPD seeks to add detail to the policies found in the Core Strategy, with the aim being to assist anyone seeking to develop the public realm or sites which may include areas of public realm. Upon adoption the guidance contained within the SPD will be a material consideration in determining planning applications in support of the local development plan.
- 2.4 The local development plan comprises a number of specific policies relating to appropriate land uses, the location of development, the protection of the historic environment and our many assets, improving infrastructure and accessibility, and the enhancement character through good design.
- Policies CS2: The Location and Nature of Development; CS3: IP-One Area Action Plan; CS4: Protecting our Assets; CS5: Improving Accessibility; and CS17: Delivering Infrastructure are all relevant to the content of this SPD.
- 2.5 The Public Realm Strategy SPD should be considered alongside other SPDs adopted by IBC, which provide specific guidance on other material planning considerations which will have some synergy with the aim of this document. These are: Cycling Strategy SPD (2016); Development Flood Risk SPD (2016); Ipswich Town Centre Masterplan SPD (2012); Local List (Buildings of Townscape Interest) SPD (2013); Open Space and Biodiversity Policy (2013); Development and Archaeology SPD (2018); Public Open Space SPD (2017); Shop Front Design Guide SPD (2016); Tree Management Policy (2010); Urban Character SPD (2015); and the variety of Conservation Area Appraisals adopted by the Council.
- 2.6 The Public Realm SPD will support the Council's obligations, under Sections 71 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, to pay special attention to the desirability of preserving or enhancing the appearance of conservation areas.

¹ National Planning Policy framework 2018 - <https://www.gov.uk/government/collections/revised-national-planning-policy-framework>

- 2.7 The SPD will support objectives in the National Planning Policy Framework (NPPF) regarding the conservation and enhancement of the historic environment. In particular, it sets out a positive strategy for the conservation and enjoyment of the historic environment, in line with paragraph 185 of the NPPF.

3. Design Guidance

- 3.1 This chapter provides some specific design guidance for streets and public spaces within Ipswich town centre and the Waterfront.
- 3.2 The aim is to help achieve attractive, safe and accessible streets and spaces by setting guidelines for the approach to the delivery of new and replacement materials, street lighting, street furniture and other public realm elements. This chapter forms a point of reference for anyone who is responsible for making design, management and operational decisions that affect streets or spaces within the strategy area. This includes projects undertaken by public or private organisations, both as part of private development areas that will make up the public realm and within the public highway.
- 3.3 By providing an area-wide approach, this chapter seeks to help define and strengthen the character of the town centre and Waterfront, as well as ensure good design principles are more widely adopted to achieve higher quality outcomes in the future.
- 3.4 Key design principles are proposed that should be referred to for all design projects. Following the key design principles section, more specific guidance is provided for the nine street types which have been identified, and a series of Special Place-making Areas (SPAs).

Street Design in Context

- 3.5 The general approach before choosing materials, street furniture, lighting and so on, should be for the designer of a street to firstly take into account the role and context of the street itself.

Consider the place: A street is a place where activity happens as a result of the buildings and spaces along it; it is where people live, work and socialise. In addition, the built environment provides character and identity. These are essential considerations in embarking on any street design project, and underpin the street types explained in the following section.

Consider expected movement: Understanding how, when (time of day, week, or year), why and in what numbers people and vehicles use a street informs decisions about space allocation and access. Consideration should be given to the needs of people with mobility problems, who are particularly sensitive to changes in level, the positioning of street furniture and signs, and the nature and condition of surfaces. Streets must also be considered as part of a network, not only in terms of motorised traffic, but also pedestrians and cyclists.

Try to integrate not segregate: Traditional approaches of segregating and strictly designating traffic space using highways engineering methods tend to encourage traffic dominance of space, and make walking more frustrating and less of a pleasant

experience. Segregation is appropriate for higher volume and higher speed highways, but for town centre streets integration should be the norm: making streets visually and physically more about people.

Understand relationship of street to buildings: this is about thinking in three dimensions and understanding how people interact with buildings. For example, avoid positioning street furniture near doorways, relate the height of lighting columns to the eaves line of buildings, use trees to frame views of buildings or to provide a focal point.

Design to reduce maintenance burden: how well-maintained a street is affects people's perception of street quality. Good design reduces the future maintenance burden by selecting materials on the basis of whole life costing, and helping rather than hindering street cleansing. Capital works can impose a strain on maintenance budgets particularly where novel elements are used, which can make maintaining new schemes difficult.

Design for All

- 3.6 Design for All (also known as universal design and inclusive design) is an approach to design of facilities which aims to ensure that anyone, including future generations, regardless of age, gender, physical or mental capacities or cultural background, can participate in social, economic, cultural and leisure activities within the built environment with equal opportunities. It recognises the diversity of human beings and supports the desire and the right for people to be able to use towns and cities independently without facing physical and social barriers. This encompasses but goes beyond meeting the requirements of the Equality Act 2010. Specific considerations may include (though not limited to) the various needs of e.g. older people, people with dementia, children, young people, people with mental health issues, and non-English speakers, and others.

- 3.7 Key considerations include:

Create familiarity: Use design elements that reinforce the functions of places and adjoining buildings. Design features and street furniture should appear familiar to or easily understood by people.

Enhance legibility: Use the street design guidance to reinforce a hierarchy of street types. Ensure streets are connected with clear and visible crossings. For streets that have limited forward visibility or are not naturally legible provide additional visual cues positioned at decision points, such as junctions and turnings. Ensure entrances to key places and buildings are clearly visible and obvious within the street environment. Keep signage to a minimum, giving simple, essential information at decision points.

Promote distinctiveness: Highlight landmarks such as historic or civic buildings, distinctive structures and places for activity. Provide a variety of open spaces, ranging from pocket places to more formal squares, parks and playgrounds. Design choices for materials, furniture, and planting can all stimulate the senses through variety of colour, form, texture etc. and add to distinctiveness.

Smooth the way: Ensure pedestrian spaces are as level as possible, with effective clear widths of minimum 1.8 metres and as few level changes as possible. Unavoidable level changes must have a maximum gradient of 1 in 20. Align crossings to keep them as direct as possible in relation to desire, and ensure they are at-grade.

Create comfort: Streets and spaces should be welcoming and unthreatening, and clearly define public versus private areas. Quieter routes should be available as alternatives away from crowds and traffic. Planting can be used help provide a visual and aural buffer from heavy traffic. Minimise visual and physical street clutter generally, but ensure there are adequate rest points.

Promote safety: Minimise the risk of conflict between pedestrians and other road users by clearly indicating or delineating spaces. At crossings provide audible cues that have a pitch and timing suitable for all people. Use paving that is plain and non-reflective, that has a colour and textural contrast to walls, and that is flat, smooth and non-slip. Spaces should be designed to avoid creating areas of dark shadow or bright glare. Street lighting is adequate for people with visual impairments. Level changes are clearly marked and well-lit with handrails and non-slip, non-glare surfaces. Use appropriate tactile paving to indicate hazards and crossing points for visually impaired users.

Street Furniture Strategy

General approach: In the design of any public realm improvement scheme, decisions on the general arrangement including the amount and placement of street furniture, and the design of the various elements within the scheme should be carefully considered. The general principle should be for clutter-free streets which reduce barriers to movement for pedestrians of all varieties, improve visual amenity, and reduce maintenance liability for the owner. Where the aim is to create a slower pace of activity then seating should be considered at appropriate levels that will serve the public to spend time. Careful consideration should be given to placing any item within the street environment; it should be only there if it helps meet design objectives.

Remove redundant items: At the outset of a street improvement project, any superfluous, redundant street clutter should be identified and removed if possible. A street audit, carried out either for a specified area, or the whole town centre, will help identify items for removal.

Maintain clear pedestrian movement zone: Pedestrians share the footway with a wide range of items including street furniture and traffic equipment which can cause the footway to be very congested and obstructed if these are not located with care. The effective width of a footway is reduced after allowing for such items and in order to maximise space, street furniture and planting should ideally be arranged in a clear area, typically along the kerb edge (though this may be different in pedestrianised spaces and is covered later) to maintain an unobstructed route for the convenient and comfortable passage of pedestrians between this furniture area and the building frontage. This is especially important for wheelchair users, people with other mobility aids, those with visual impairment and people with children and pushchairs.

Ensure minimum clear width: The width of the movement zone should be at least 2.0m between kerbline and property wall or other edge obstruction, but greater widths are required around bus stops and in streets with busy active frontages such as town centre shopping streets. In places where unavoidable restrictions on width occur, the minimum width should be 1.2m.

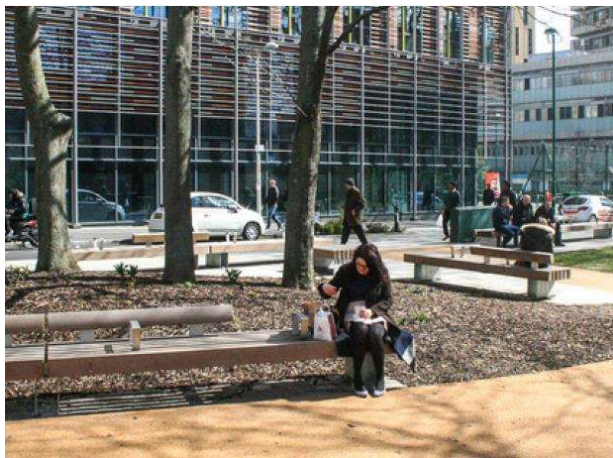
Retain special elements which give local distinctiveness: Historic street furniture items or paving which gives the town its distinctiveness in certain places should be retained wherever possible. In the restoring or replicating historic street furniture or paving careful attention should be given to accuracy and authenticity.

Make efficient use of items: Wherever possible seek to make street furniture perform multiple roles to further reduce the risk of street clutter. For example, mounting signs on lighting columns, walls, or planters where present rather than individual posts; mounting lighting to walls; incorporating litter bins onto lighting columns (where structurally appropriate).

Seating

Seating: Seating is a vital ingredient within the public realm; if carefully located and of the right type it can help activate spaces, allowing people to enjoy the space and observe urban life. It helps provide natural surveillance of and fulfils a basic need for people of all ages to pause awhile.

- 3.8 A mix of informal and formal seating opportunities should be provided to cater for different needs. A proportion of seating should be formal style seating, of ergonomic design to be comfortable and accessible for all users. This includes the provision of seats with back rests and arm rests. A mix of benches and individual chairs can be used to offer varying degrees of sharing opportunities.
- 3.9 Seating should be located where people are likely to congregate or wait, and also at regular intervals to provide rest points. Some form of seating opportunity should be provided approximately in regular convenient intervals along a linear route such as a street.
- 3.10 Seating should not be located too close to road traffic or in the middle of the footway. Seating should be placed in adequate space, in sheltered areas from the wind, preferably receiving some sun, and oriented towards points of interest such as overlooking a view or vista, street activity (people watching) or towards another seat to enable socialising. Seating should not be hidden or placed too far from main areas of people activity. Ideally the back of the seating should be unexposed (e.g. against a wall or planting etc.). Seating should not be placed longitudinally down slopes.



Space for circulation and socialising: Adequate space should be provided around seating to allow wheelchair users or people in mobility scooters to manoeuvre around them, and position themselves alongside seated companions. Space around the seating also makes cleaning and maintenance easier. In certain locations such as in areas of the Waterfront where an appropriate vista is apparent in one direction seating can be in a linear arrangement; in smaller public realm areas seats at 90 degrees in or even facing each other can provide 'social seating'.

Coordinated, consistent and clustered: The aesthetics of seating must be considered in conjunction with the wider street furniture, lighting and materials to achieve a consistent look and feel throughout an area and contribute to the sense of place. Group seating with other complementary items of street furniture to maximise amenity, including lighting, bins, and cycle parking. The same style of seating should where possible be used in all streets, with variations only in Special Place-making Areas and other off-street spaces (see below).

Select for robustness: General seating should be robust, simple and contemporary. It should be repairable without having to replace the whole unit; many wooden bench type seats offer this capability.

Supplement with feature seating: This should be provided within special locations, primarily the Special Place-making Areas and off-street spaces such as churchyards. Here creative solutions that include integration of seating into planter walls (multi-functional use of furniture) should be considered, as well as the potential for using seating as a form of art or embedding art within it.

Integrate and embed: Seating offers scope for integration of various elements. Embed lighting within feature seating to provide atmosphere and enhance personal security. Add sensors to measure environmental factors such as air quality. Consider adding charging points to maximise the amenity of seating; however, be cautious with embedding fixed systems as technology changes fast- e.g. USB charging technology could become redundant in years to come.

Surfacing materials

- 3.11 Specific proposals for material palettes are provided for the identified street types and SPAs, in the document and are covered in the following chapter. The approach is to try and balance practical considerations such as supply, direct costs, handling/ labour requirements, and maintenance requirements, with the need to make a significant change to the character and quality of special streets. General principles for surfacing include:



Renew on case-by-case basis: Where there is a difference between existing and proposed materials, existing materials should be replaced with suggested materials as and when: upgraded as part of a specific project from the project bank; identifying the need to renew a particular street segment in a comprehensive manner; or when routine renewal is taking place, e.g. of footways or carriageway.

Historic examples are exempt: Locations where surface materials of historic significance remain in situ - e.g. Coytes Gardens and Fonnereau Road. These should be maintained as historically appropriate in terms of both materials and laying pattern. In the case of reusing historic setts, an alternative smooth route should be available for people with mobility restrictions.

Standards apply: Construction of new surfaces must be in accordance with the Highways Authority requirements to ensure ease of maintenance and management regimes.

Details matter: Attention should be paid to getting the details right, including: using recessed covers and frames in higher profile footways; aligning covers with the coursing of the footway materials; cutting paving flags to fit around street furniture items rather than filling gaps with concrete; avoiding the use of fussy details such as brick edging alongside concrete flags.

Accessibility requirements: The use of tactile and hazard warning paving should comply with British Standards and building regulations, and be implemented with overall accessibility for the public realm or street design scheme in mind. For shared surface schemes, a tactile route should be provided through the space.

Slip resistance: All paving material specifications should take into account roughness of material and adequate slip resistance to provide a comfortable and safe walking experience.

Utility covers: Any manhole covers should be flush with adjoining surfaces so as not to create a trip hazard. Where possible inset covers should be used to create a visually continuous surface, and openings rotated to align with the pavement course.

Urban Planting & Biodiversity

- 3.12 Street trees and other planting provide valuable amenity within urban environments and contribute to wider social, environmental and economic benefits. However, street trees are not generally a feature within Ipswich town centre. This is in part due to the narrowness of streets, and also due to presence of below-ground utilities making planting difficult. With a few exceptions (such as Giles Circus) trees occur singly within footways and have limited visual impact. Greenery that is located within other public spaces - notably the churchyards - tends to have a stronger visual impact by virtue of concentration of greenery. The focus of the Project Bank is to intensify greening within such public spaces and improve access to it, rather than trying to squeeze in ad hoc street trees. However, opportunities for additional street tree planting should be explored as and when street improvement projects are implemented. In addition, there may be opportunities within some streets to provide other forms of planting, such as raised planters with low level planting. Key principles to guide the provision of greenery include:

Right tree, right place: Choose a tree species that is appropriate to the site and the space its in. Factors include soil conditions; space for both branches and roots to grow into; proximity to adjacent buildings or structures; specific maintenance regimes required (e.g. pruning); leaf, flower and fruit drop; and character in relation to character, and biodiversity value.

Position appropriately: Street trees should be located away from the building frontages and close enough to the kerb edge to allow an unobstructed footway width of at least 1.8m on streets with less footfall, and more (e.g. 2 to 3m) on busier commercial streets and adjacent to bus stops. However, there should also be sufficient distance from the kerb edge to protect trees from potential damage by high-sided vehicles, especially buses.

Maximise tree pit space: Tree pit size is critical to tree health; if an adequate tree pit can not be provided for healthy growth then a tree should not be planted in that location. Tree pits should be as large as possible given the constraints of the site in order to provide

adequate rooting space and soil, taking into account requirements for aeration and irrigation tubes, and a drainage layer in the base. Specific dimensions can be found in *Trees in Hard Landscapes: A Guide for Delivery* (2014).

Surface tree pits: Tree grilles should be avoided due to their tendency to accumulate litter and creating trip hazards. In roads with high footfall a permeable layer of bound gravel can be used around established trees to match the colour of the adjoining footway. Where pedestrian flow is lower, for example in residential streets, the tree pit should be covered with soil and mulch or with self-binding gravel.

Consider raised planters: These can provide a means of getting small trees or shrubs into areas where there is insufficient depth available below ground. The appropriate plant choice can enhance the appearance of public areas and biodiversity- e.g. evergreen shrubs, bee friendly and biodiverse flowering shrubs. Planters can also provide visual interest in their own right and incorporate seating. However, poorly located planters can create pinchpoints for pedestrians, clutter pavements, and attract litter. Planters should be limited to locations where a clear pavement width of at least 2m can be retained. Care must be taken to ensure they can drain adequately. Irrigation, litter removal and other maintenance requirements are typically more onerous for planters and must be planned before installation. Community ownership and management can be considered.

Plan for maintenance: This includes requirements for watering during establishment, pruning, fertilising if appropriate, disease inspection, litter removal and the like. Access for special vehicles or other maintenance equipment from the carriageway and potentially from the footways must be considered.

Consider Archaeology: Many sites within the town centre are of great archaeological significance, and are defined in the Local Plan as Areas of Archaeological Importance. Planning new areas of tree and shrub planting, or deeper rooting planting within existing landscaped areas must take these designations into account, and be consulted upon in order to avoid damage to archaeological sites.

Green Infrastructure: The potential to enhance enjoyment of the town centre and maximise environmental benefits through provision of green infrastructure should be part of the design consideration from the outset. Existing ecological networks and islands such as the river corridor and historic churchyards should be enhanced for their biodiversity potential, and new connections made where possible. Although the historic street network provides limited space, modern modifications at its edges create more opportunities, for instance within the former industrial hinterland of the Wet Dock area. The specification of green roofs and green wall alongside, or as part of public realm enhancements, can multiply the environmental benefits.

Feature lighting

- 3.13 Feature lighting is increasingly used within the public realm to supplement street lighting. It can provide visual interest in and of itself, be used to highlight specific elements in the built environment, provide additional personal security benefits, and aid legibility and navigation. Feature lighting can take many forms, such as festoon lighting in trees,

catenary lighting overhead, strips or spot lights set into paving or furniture, and accent lighting to uplight building walls or features. Principles for feature lighting include:

Highlight landmarks: Only illuminate landmarks which contribute to improvement of overall public realm at a local and site-wide level, such as supporting vistas, enhancing the after dark experience. Vertical illumination (e.g. of walls or spires) is especially good for promoting legibility.

Illuminate history: Bespoke lighting projects can be used to help interpret history after dark and promote night-time tourism, by for example lighting of specific groups of churches, archaeological features, livery halls, bridges, etc.

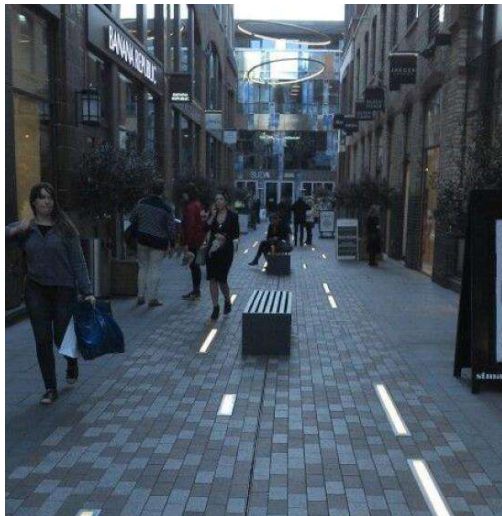
Less is more: If everything is highlighted then nothing stands out and nothing looks special. Limit the number of features to be highlighted to maximise their impact.

Consider cumulative light levels: Feature lighting can help add ambience but the overall level of lighting needs to be considered in conjunction with nearby street lighting and light spill from adjacent premises. Avoid over-illuminating spaces, and generating light pollution through wasteful or ill-directed light. Keep it focused and selective.

Leave wildlife in the dark: Limit the lighting of soft landscaping to avoid negatively impacting on local biodiversity.

Avoid creating glare: Insensitive directed lighting or lighting that is too bright can dazzle pedestrians or passing drivers. Particular care should be taken with lighting set into pavement that shines upwards towards pedestrians.

Consider colour temperature: Colour temperature relates to the appearance of white light. Warmer colour temperatures and clean white light are best for public realm areas; cooler colour temperatures can make areas look hard and cold and can deter use.

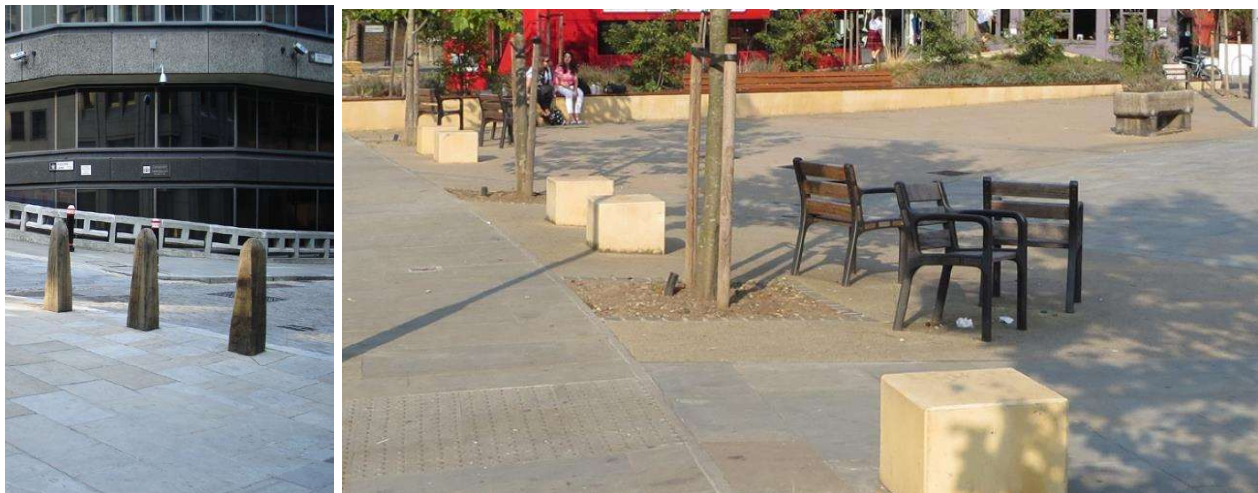


Bollards

Use sparingly: Bollards should be an item of last resort, only used where necessary to separate pedestrians from vehicles, or to define pedestrian spaces. If used to define pedestrian spaces, consideration should be given to alternative design solutions such as strategic positioning of planters or street furniture to prevent vehicle incursion.

Space carefully: Space bollards to avoid obstructions to movement of pedestrians or cyclists. 1200mm to 1525mm should be allowed between bollards to allow ease of access by pedestrians, people with prams and pushchairs (single and double), pedal cyclists, and users of manual and motorised wheelchairs.

Consistency: Bollards should be consistent in appearance and contribute to the overall street furniture scheme.



Cycle stands

Accessible and convenient locations: Position as close as possible to important destinations or areas of activity, making sure prominently located for visibility and to encourage natural surveillance, and ensuring there is plenty of space to get bikes in and out, without awkward manoeuvres or level changes.

Secure against theft and vandalism: By locating near to activity and ensuring good natural surveillance, and making sure areas of cycle parking are well lit, the risk of theft or vandalism can be minimised.



Simple and sturdy: Sheffield stands embedded into the ground should be used, of a size to enable the bicycle frame and at least one wheel to be locked, catering for different sizes and shapes of bikes. A tapping rail should be provided to benefit visually impaired users.

Group together: Corraling stands in one location helps with visibility and natural surveillance, plus improves cyclist's chances of finding a parking space without having to scout around for other stands in a wide area.

Litter and recycling bins

Simple and sturdy: Litter and recycling bins are standard products chosen for sturdiness, simple design, ease of emptying and value for money. The same type of bins should be used across the entire area, with exceptions only for Town Place category streets and SPAs, where a special product may be warranted, for example bins that are integrated within or coordinated with other street furniture items such as benches or planters.

Keep it covered: Bins should be enclosed on top to help prevent litter from being blown out of the bin, and reduce the likelihood of birds interfering with the litter.

Visible yet unobtrusive: Bins should be situated in the street furniture zone of a sidewalk in areas where there is high activity (e.g. street corners, bus stops, public/event spaces). They should be clearly visible and identifiable as bins.

Enough but not too many: They should be provided at regular intervals along streets and within spaces to ensure use, without over-providing and creating clutter or obstructions to movement, or over-burdening maintenance regimes.



Wayfinding

- 3.14 The existing Walk Ipswich wayfinding system provides a good and comprehensive network of signage across the town centre and Waterfront. The signs should be regularly reviewed to ensure they provide sufficient coverage, are correctly located in relation to key destinations, contain up-to-date information, and are in good condition. The following principles should be considered in any review:

Provide continuity: Wayfinding signs they need to form continuous routes in order to create a useful system which is especially important for those unfamiliar with an area.

Simple design: A clear destination hierarchy and easy to understand signs will ensure that people are not overloaded with information. This applies to both amount of information and visual simplicity derived from graphic elements (colour, typeface, and size).

Progressive disclosure: Information should be delivered progressively. As people move closer to a destination, more detailed local information should be provided. If too much information is provided in one place, it can be confusing in addition to creating visual clutter.

Predictability: Information should be positioned in a consistent manner, enabling people to predict where the next piece of information will be found. Implementation of complete routes are more beneficial than scattered interventions.

Positioning: Signs should be located so as not to obstruct footways. However, they also need to be clearly visible. Junctions are often ideal places for locating wayfinding information as they are decision points, and can be seen from (and provide information relation to) multiple directions.



Bus stops

Consistent information provision: All bus stops should have consistent information provision, indicating which routes serve the stop, timetables, and an illustration of the overall route for ease of identification of which destinations are being served.

Shelters for comfort: Ideally all stops should have a shelter to provide a comfortable waiting environments. However, priority should be given to busier bus stops. In some locations narrow pavements may prevent a shelter being installed.

Position for bus access: Shelters should face the carriageway for a clear view of oncoming buses, and positioned to avoid obstruction to passengers boarding/ lighting, especially wheelchair passengers. Shelters within the boarding and alighting zone should be set back sufficiently to allow ample space between back of shelter and the kerb line for manoeuvring of wheelchairs and buggies. Where footway space is insufficient to allow this, the shelter should be located outside the boarding zone (immediately downstream from the stop).

Position to maintain clear footways: Maintain a minimum of 1.5m behind the shelter if in the middle of the footway, or 2.1m if at rear of the footway. If insufficient width for shelters to face the carriageway, they can be positioned to face away from the carriageway, as long as the rear of the shelter is at least 0.5m from the kerb line and downstream of the boarding/alighting zone.

Lighting for security: Bus stops should be positioned near street lights for illumination. If no street lights are nearby then lighting should be incorporated within the shelter.

Enhanced amenities for busier stops: The most significant bus stops in terms of usage should have seating, bins, and real-time passenger information in addition to shelter that is appropriate sized for the level of demand.

Highway Signage

Remove or reduce: The Highways Authority should review signage provision and consider which signs are truly necessary to convey essential information (e.g. to meet statutory requirements) and those which are redundant or superfluous and can be removed. The size of signs should be no bigger than necessary; for instance 300mm diameter speed limit signs can be used in some situations.

Minimise sign posts: Where possible place traffic and other signs on lighting columns (especially illuminated signs which require a power supply), or double up signs on other existing posts to avoid proliferation of posts. Signs can also be located on walls, fences or sometimes item of street furniture (e.g. bollard or rear of a bench) if they meet visibility requirements for the signs users.

Consider visual quality of signs: Avoid conspicuous yellow backing boards on signs and traffic signals, unless specifically required by a road safety audit. On low speed roads warning or give way signs may not be required. In special areas a restricted zone approach can be used to remove the need for signage and road marking altogether; this approach has been successfully used in many historic centres across England. The use of microprismatic retroreflective sheeting may also allow lighting to be dispensed with, unless it is specifically required by the regulations.

Retain historic signs: Older street signs and nameplates that are still in place within the street environment add character and interest. They should be retained and restored. Moreover, so-called 'ghost signs' - faded signs on blank walls, often advertising previous businesses and products - should also be retained for their evocation of previous eras and activity.

Road markings

Safety, information, regulation: Road markings can be regulatory (enforceable traffic management), provide warning or information (e.g. of likely hazards) and directional (location and route guidance). Statutory requirements and detailed information on design and placement govern road markings. In any street design scheme the road markings should be carefully considered to ensure safety, provide sufficient information, and encourage compliance with traffic regulations and enable enforcement.

Minimise visual clutter: Road markings should be clear, well positioned, and used only where necessary to meet the requirements above. Design teams should approach street works with a view to minimising road markings, considering in conjunction with the character and function of street, and in relation to placement of adjacent signage. Removal of unnecessary road markings helps reduce visual clutter and maintenance costs, and can also help improve legibility for road users.

Fewer markings for traffic calming: Reduced road markings can help facilitate traffic calming. Trials in London have shown that removal of carriageway centreline markings can promote slower speeds.



Thinner line markings: Line markings such as single and double yellow lines help control kerbside activity such as stopping and loading. Line markings can, however, be visually intrusive, especially in smaller scale streets, and historic settings. Thinner lines (50mm) should be considered rather than standard thicker (75mm) ones in certain locations where it is justified.

Create restricted zones: Consider wider use of restricted parking zones such as that in place in the Giles Circus area. This helps avoid the use of yellow lines to control parking, particularly in single streets and environmentally-sensitive areas in towns and cities. Restricted parking zones require a limited number of signs to tell motorists if they can or cannot park and during which times and are less intrusive than conventional yellow lines.

Street Lighting

- 3.15 Street lighting is essential for road safety and personal security, but the lighting columns and lanterns also have a big visual impact on the street, so the style, amount and positioning of street lighting is a critical part of street design. Street lighting within adopted highways must also be designed to the appropriate standards for SCC for ease of maintenance. Early consultation with SCC highways should be undertaken so that the lighting issues and opportunities can be integrated seamlessly within the overall design approach of the project and technical information, maintenance and cost implications are established at the start. The principles for design of street lighting include:

Design for personal security: Use lighting to create safer places and contribute to crime prevention by providing sufficient illumination for people to see and be seen within the public realm.

Design for road safety: Ensure lighting provides the appropriate spread, colour profile and lux levels for safer carriageways for all, considering not only motorists, but cyclists and pedestrians. In some places it may be necessary to have separate lamps on the same column for footways as well as carriageways.

Use to aid legibility: A regular rhythm of street lighting columns of the same style and illumination can assist with general legibility of a street environment, defining and giving visual coherence to an area.

Respond to the built environment setting: The lighting design should take into account the architectural scale, character and setting of the street when considering the scale and design of street lighting fixtures, and the ambient levels of the street lighting. Spacing between columns, height of columns, location (e.g. back or front of pavement) and alignment (e.g. staggered, or in pairs) should all be carefully considered in relation to the street and its setting. These aspects are not only important in terms of how the lighting meets safety requirements, but also have a big visual impact on the street overall.

Wall-mount where possible: Opportunities for mounting lights onto buildings should be taken where appropriate to help reduce clutter and obstructions in the streets, especially in narrow lanes or alleys. Wall-mounted lighting on buildings requires permission from the building owner, and must be undertaken with care to prevent any damage to the fabric of the building.

Double-up functions of lighting columns: Where possible utilise lamp columns for mounting other street furniture. However, ensure the column has been strengthened for the additional loading capacity. Seek to accommodate banners, hanging baskets, larger signs, CCTV cameras, Wi-Fi routers, or mobile telephone aerials in this way.



Electric vehicle (EV) charging points

- 3.16 Electric vehicle (EV) charging points are required in increasing numbers. Ideally these should be located within street environments as well as off-street car parks. They are expensive pieces of infrastructure and care should be taken when installing them to maximise effectiveness of usage, and minimise negative impacts on the public realm. Key design considerations include:

Maximise number of spaces for access: Most freestanding chargers can service EV spaces within around 5m or so, and can service two vehicles at a time, so should be

positioned in such a way between bays as to enable access from two or more parking spaces, to allow flexibility in where EVs park to access the charging point. Avoid placing the charger at the end of a row of parking or in a corner bay where it could only ever be used by one vehicle.

Consider charger type: There are two types of public charger. 'Fast' chargers are mounted within a post within the public realm and take several hours to charge vehicles fully, but are typically used to provide a top-up charge of an hour or so. 'Rapid' chargers deliver charge at a higher current but are larger pieces of infrastructure (similar in look to a conventional petrol pump) and require a higher capacity electrical connection. Due to impact on the public realm these should generally be located within off-street car parking areas.

Consider other electrical installations: Chargers need to be located so that risks of simultaneous contact with other electrical installations are minimised. Generally this means ensuring the equipment and vehicle on are located at least 2m from other electric infrastructure (apart from street lighting).

Protect against vehicle impact: Position to minimise the likelihood of vehicle impact damage. If this is not possible then additional protective barriers may be required, such as a railing or bollard(s).

Ensure ease of pedestrian movement: As with all items of street furniture chargers should be placed to minimise impact on pedestrian movement; they should be located in the street furniture zone along the kerbside edge to avoid reducing the effective movement zone for pedestrians to below 1.8m, and avoid creating trip hazards from trailing power cables.

Ensure ease of access: The charging post should be no more than 0.45m from kerb line to minimise the extension of charging cable. The charging point should be at 45 degrees to maximise accessibility, and at a height which facilitates access by wheelchair users.

Integrate with lighting: New technology allows integration of charging points into existing lighting columns with some modifications. It is low tech and low cost, and has advantages of utilisation of existing street furniture, being visually unobtrusive, and minimising street clutter. However, it can only be used for 'slow' charging to top up power, so other standard 'fast' and 'rapid' chargers are likely to still be needed elsewhere.

Smart urban infrastructure

- 3.17 Urban infrastructure is changing; there is an increasing array of technologies broadly known as 'smart' urban infrastructure based in some way on the Internet of Things (IoT). Planning and design of street and space projects needs to take into account how some of these are likely to manifest within the urban environment. Some elements are already well-established, but others are still emerging. The points below highlight key considerations.

Connected street lighting: Adaptive, interoperable street lighting solutions can help bring savings in energy use by connecting LED bulbs with a central management system over the internet. Networked street lighting systems allow operators to monitor and regulate light levels, resulting in increased energy savings and lower operational costs. In addition, as street lights are ubiquitous in urban areas, have readily available power, and can have integrated connectivity, smart street lighting is being used for other technological uses including additional data collection devices such as sensors and cameras which can be used for environmental monitoring, traffic optimization, smart parking and public safety. Street lighting can also provide charging points for electric vehicles, a base for public Wi-Fi and communication networks, and a location for digital signage. The design considerations are predominantly around embedding or attaching items in/to the column and ensuring any new lighting columns are suitable for retrofitting with additional hardware. The column may also need to be strengthened for additional loading capacity.

- 3.18 Lighting columns can be readily accessed by both maintenance vehicles and personnel, in terms of both the column's access panel and the lighting column generally.

Parking sensors: In-ground wireless parking sensors can help monitor and manage parking spaces, both in terms of providing data on usage and occupancy, and providing real-time information to drivers (e.g. through an app) about where space is available. In turn this can help reduce circulation time and resulting emissions. Sensors are typically fixed within the road surface for outdoor applications. They are wireless so do not require connection to a power network, however they do require the surface to be drilled to embed the sensor within it.

- 3.19 There are various systems available, marketed as resistant to vandalism, weather-proof, able to be overrun by maintenance vehicles, and with a long battery life, etc. Care should be taken to choose and test a system before implementation, to ensure that is most likely to be robust enough to withstand a busy urban application.

Design for Security

- 3.20 It is important to ensure that public realm design reflects best practice in the choice of materials, the placing of elements such as street furniture and street trees, and the deployment of security measures such as CCTV cameras. A successful outcome will create an attractive well used space which is resilient in use and which avoids any sense of excessive surveillance or security related 'hardening'.
- 3.21 Seating design should be located in areas of higher footfall and good natural surveillance, and the design should discourage skateboarding or use for sleeping. It should not be placed in locations where it can be used as a step to gain unauthorised access, or to conceal packages.
- 3.22 Public green spaces are quiet areas, and some seclusion from urban bustle is a valued part of their role. It is important, however, to ensure that green spaces do not become overlooked congregation areas for antisocial or criminal activity, which will deter use. Careful design and management of vegetation, both trees and shrubs, will help achieve this.

- 3.23 Surveillance technology (CCTV). This can be a reassuring presence for many public realm users, but care should be taken to ensure it does not become a conspicuous part of the overall design. Ensure that up to date technology is used, which allows for the smallest possible camera technology, and regularly audit CCTV provision to ensure removal of redundant or dated equipment. Fix equipment to buildings or existing signage / lighting columns and avoid wherever possible creating new stands or poles.
- 3.25 Overt security measures. Some types of functional security fencing, for instance metal palisade types or metal shopfront shuttering, do not belong in the town centre, and tends to reinforce public perceptions that an area is unsafe. Always ensure that public realm design is supported, where possible, by the animation of public space through diversity of use, active frontages, natural surveillance. These are more sustainable ways of ensuring security in an area than through the resort to overt security measures such as fencing or shuttering.

4. Identified Projects

- 4.1 The following chapter identifies an extensive list of 40 different public realm enhancement projects which can be categorised as either Key Location Projects, Supporting Projects, and as area wide projects.
- 4.2 There are thirteen Key Location Projects which are the projects that have been selected for further explanation through design principles and illustrations, and are presented on the following pages. These have been selected on the basis that these projects are essential to catalyse a step change across the SPD area, and support the delivery of the key objectives. These projects are identified on the map at *Figure 2*, and correspond with the following numbering - which are not in any order of priority.
- i. St Peter's Dock
 - ii. Bridge Street gateway
 - iii. St Peter's Port area
 - iv. Westgate/ Tavern/ Carr streets
 - v. Upper Brook Street/ Northgate
 - vi. Upper Orwell Street streetscape
 - vii. Regent Gateway/ Major's Corner
 - viii. Princes Street Bridge gateway
 - ix. Arras Square/ St Stephens
 - x. St Lawrence Centre
 - xi. Tower Street and Tower Ramparts east; and
 - xii. Lloyds Avenue
 - xiii Local nodes project spread over the SPD area (on map as ★)
- 4.3 These key location projects are supported by 27 additional projects which, cumulatively, will achieve a substantive change in the town centre and Waterfront. This includes a number of larger scale development-led projects. These additional projects are described in the Supporting Projects section which follows this one.
- 4.4 The identified projects are clearly identified on the map overleaf – *figure 2*

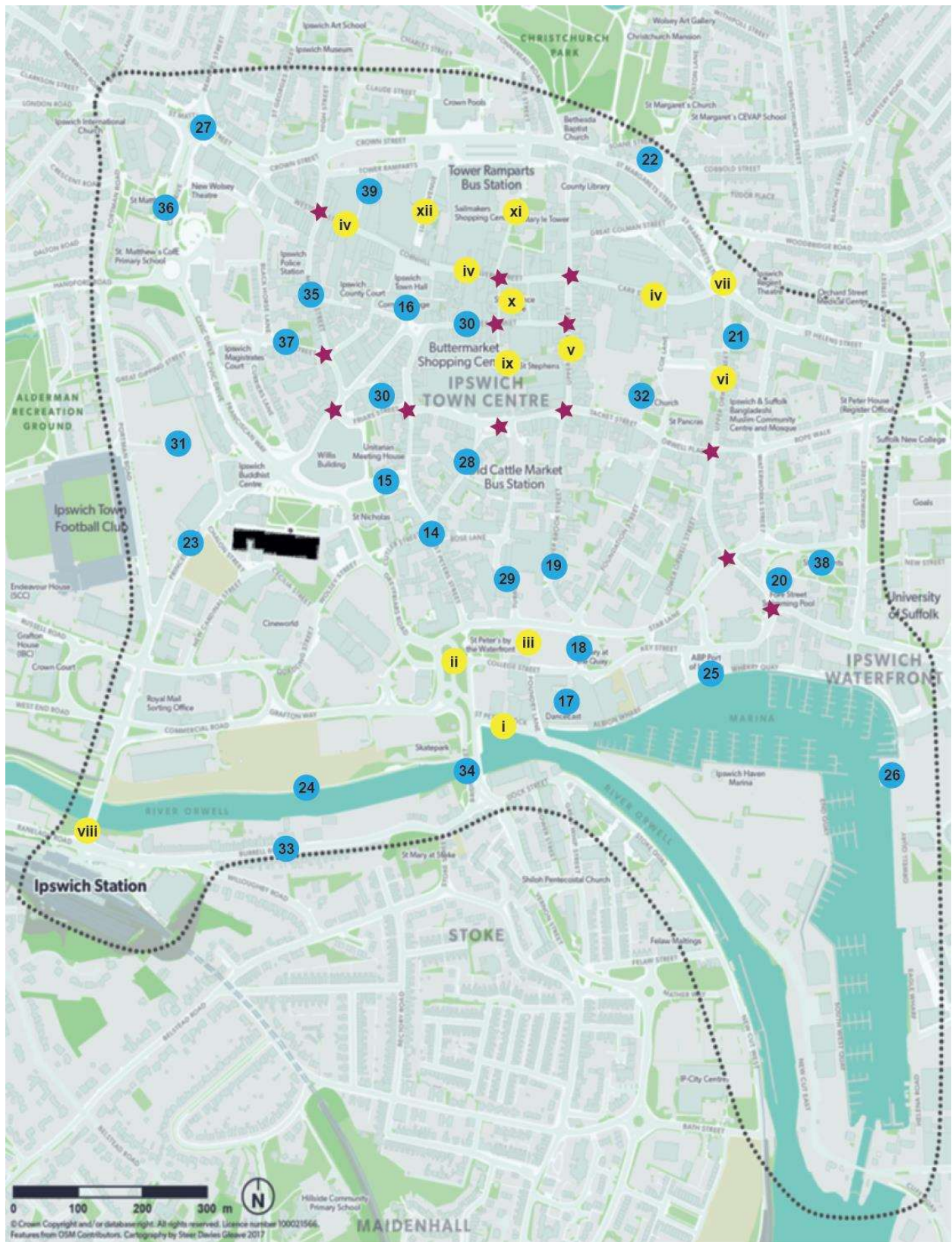


Fig 2: Key Location Projects No's i – xii; Local Node Project ★; and other Supporting Projects 14 – 40;

Key Location Projects

i. St Peter's Dock



Location

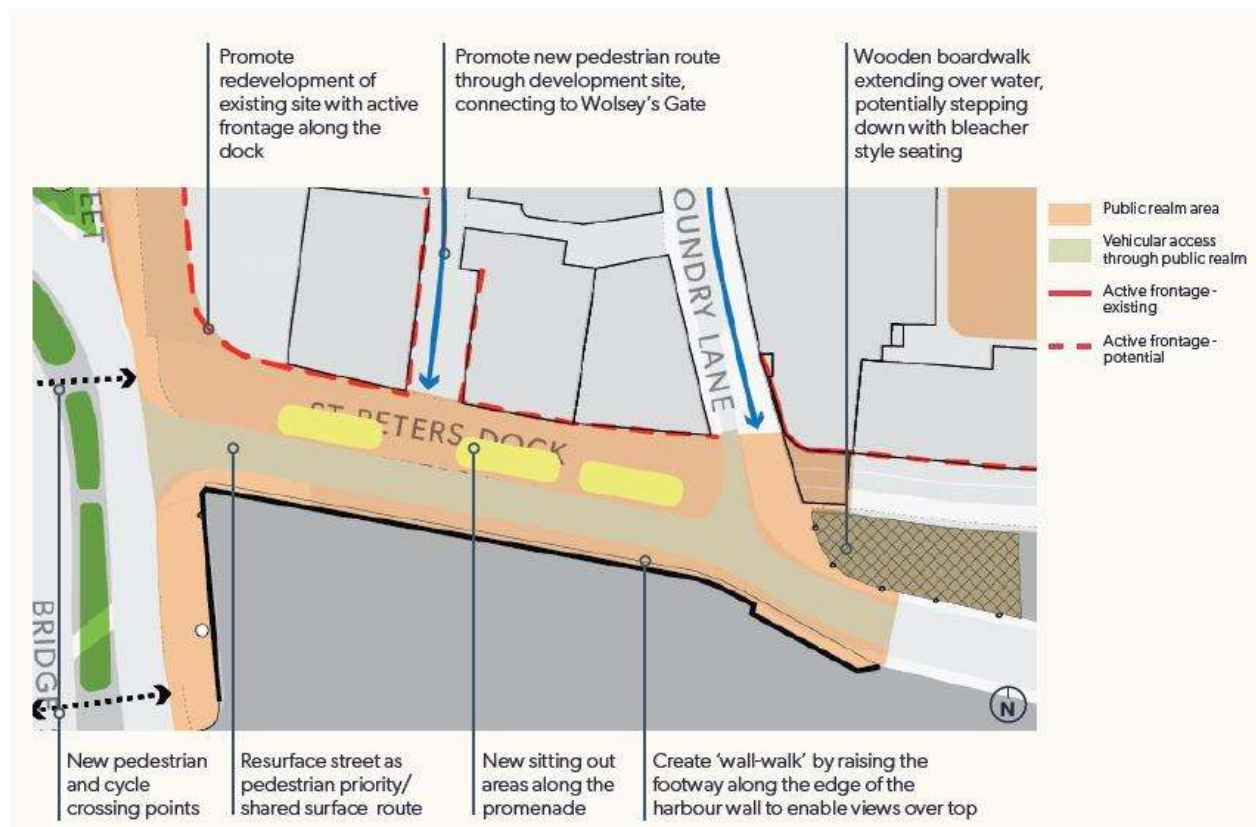


Existing situation

Funding from the Coastal Community Fund has been secured to create an improved area of public realm alongside the Waterfront at St Peter's Dock. SCC is preparing a high quality improvement scheme for this area; this should form the starting point for further enhancement in conjunction with redevelopment of adjacent buildings. Ultimately, this area should be turned into a new destination public space with sitting out space, and prioritising pedestrian movement and people activity over vehicles. The visual impact of the flood wall could be softened and turned into a feature referencing the maritime heritage of the area.

- Develop high quality public realm scheme that creates a new linear public space and provides entrance to the Waterfront.
- Use paving that matches Quays to east.
- Create a pedestrian zone along the wall and enable glimpses of the water beyond the wall by creating a 'wall-walk' in concrete to visually tie in with quay wall material, which allows people to see over the wall and provides informal seating at places; e.g. using a ~100 mm up-stand that works as a pavement, and which rises to ~350-400 mm for seating and a view point.
- Install handrails on the existing wall with integrated, concealed lighting.
- Retain the exposed concrete on the wall and rather than hiding it, celebrate it by adding small details in steel or corten, referring to local maritime heritage, using this as an opportunity for public art.
- Provide significant pavement space alongside development edge to facilitate sitting out associated with cafés etc.
- Provide raised planters for added greenery.
- Two-way vehicular access through the space will need to be retained for access to/from the Wet Dock Island (including for wide loads), but treated in special materials that encourage sharing of the space, similar to rest of the Waterfront route.
- Remove parking, except for disabled bays.
- Allow for access and active frontages on to development sites.
- Allow servicing and delivery access to adjacent developments.
- Investigate potential to create wooden boardwalk over water between Albion Quay and New Cut East, potentially stepping down to water level from the road.
- Enhance the maintenance of the Wet Dock water body, including surface rubbish and marine diesel film cleanup.
- Realign pedestrian crossing over Stoke Bridge to better meet desire lines - potentially two toucan crossings - to facilitate east-west walking and cycling.
- In long term investigate the feasibility of a new pedestrian and cycle bridge between Foundry Lane and Whip Street which reinstates this historic connection.

Benefits: Enabling development, resolve road user conflicts, celebrating maritime identity, reconnecting to Waterfront, creating useable amenity space, visual appeal, pedestrian connectivity, cycle accessibility, supporting local business

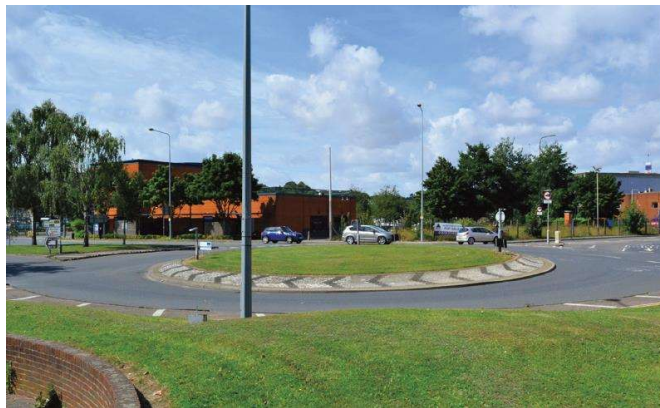


Small details could be added to quay wall to celebrate local maritime heritage; Handrail with concealed lighting could be used along quay wall; The 'wall walk' along the quay wall could rise up slightly to provide informal seating/viewing points

ii. Bridge Street gateway.



Location



Existing situation

The starting point of the St Peter's gateway project, is that it is an important arrival area for both the Waterfront and the town centre. Redesign should improve east-west and north-south connectivity, and provide a high quality public realm to attract people to the town centre, and to provide an enhanced setting for future development on key sites which will act as a gateway to the Waterfront.

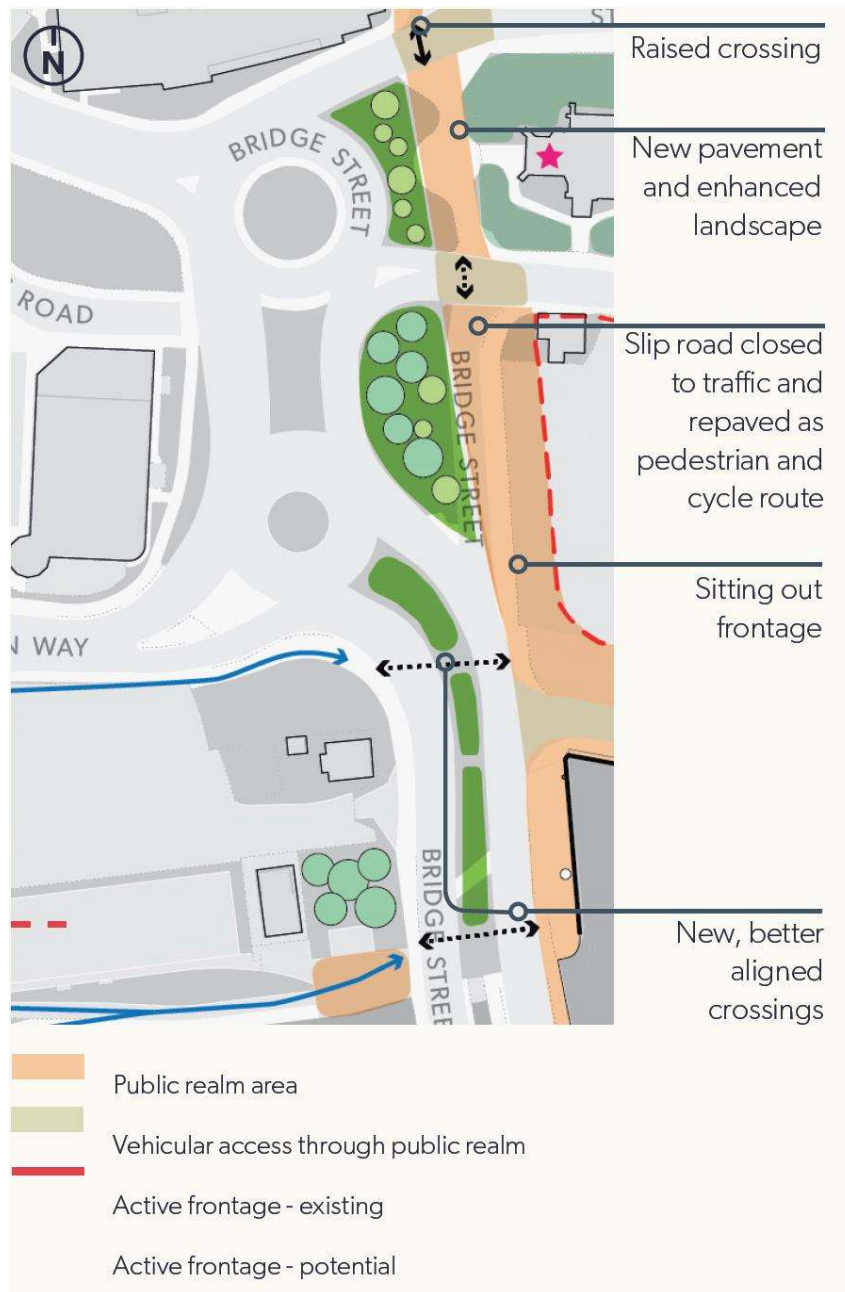
It is recognised that the four lane 'Star Lane Gyratory' acts as a barrier to north/ south connectivity however is important for vehicular movement. A review of this corridor with a view to long term proposals to make north/ south pedestrian movements easier, and the general environment enhanced.

Short term improvements include:

- Southbound Bridge Street slip closed to traffic in order to form part of St Peter's Dock development masterplan.
- Improved north-south pedestrian and cycle route provided where slip road currently located, and extending north in front of St Peter's Church, including realignment of College Street crossing.
- Improved public realm at front of St Peter's Church, including more tree planting in areas of landscape to create buffer against traffic
- Investigate potential to include sustainable drainage within landscape.
- Realigned/new pedestrian crossings on Bridge Street to meet pedestrian desire lines along riverside path and Grafton Way.
- Integrate with adjacent development sites.

Longer term changes will depend on the outcomes of any future review of the gyratory system.

Benefits: Reduced vehicular dominance, creating sense of arrival, improved town image, increased useable amenity space, air quality, noise reduction, road safety, activation, visual appeal, pedestrian connectivity, enhance overall legibility, cycle accessibility, enabling development



Bridge Street Gateway project



Landscape buffer with integrated seating; Sitting out frontage with landscape buffer; Shared cycle and pedestrian route, high quality; Atmospheric pedestrian lighting integrated into seating

iii. St Peter's Port area



Location

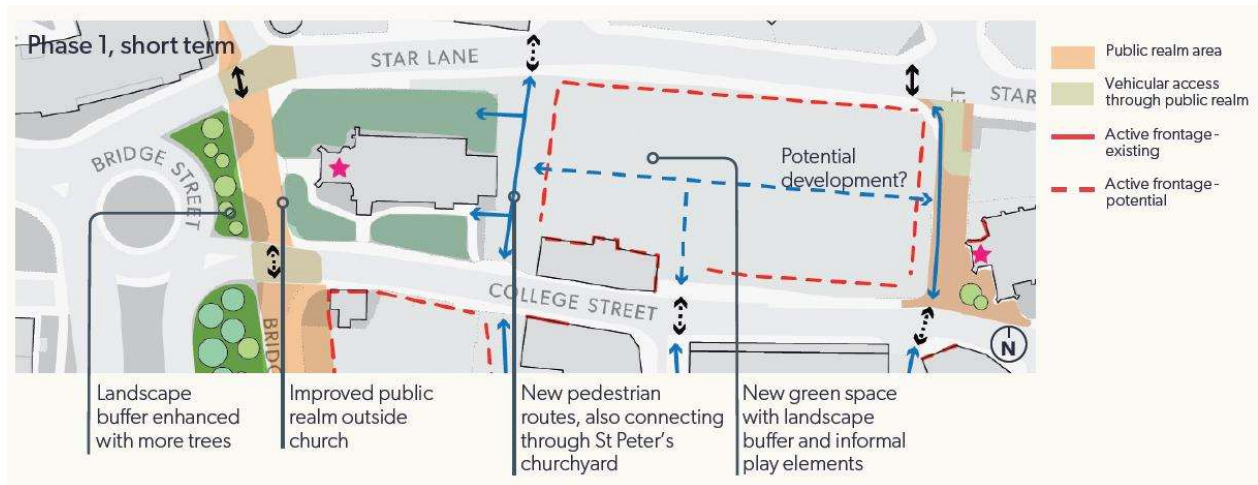


Existing situation

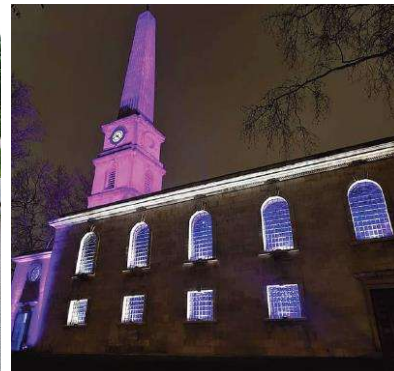
New green space and public realm setting for Wolsey Gate and St Peter's church in conjunction with sensitive development of vacant St Peter's Port site including new north south pedestrian links.

- Redesign public realm in front of St Peter's church as part of St Peter's north-south route, using design elements that provide more visual consistency between St Peter's Street and St Peter's Dock, and make this area a focal point with improved amenity (e.g. buffer planting in grassed area, integrated seating, and pedestrian lighting).
- Work with landowners of St Peter's Port site to undertake sensitive development of site, including an area of landscape which provides a new setting for Wolsey Gate within the development. This could be a temporary or pop-up garden in advance of permanent proposals.
- Landscape could include greening to help with air quality, and potentially play space for children, buffered from surrounding gyratory by planting or a building.
- Promote a secondary pedestrian route from Turret Lane through the site behind Wolsey Gate and connecting to Foundry Lane, including new crossings at both Turret Lane and Foundry Lane.
- Open up rear wall of churchyard and link to new greenspace.
- Use closed Foundation Street to create a pedestrian route and pocket space outside St Mary at the Quay.
- Realign College Street crossing to connect Foundation Street to DanceEast square.
- Introduce uplighting of St Peter's and St Mary at the Quay churches to provide landmarks at night (as part of comprehensive programme of church uplighting).

Benefits: Reduced vehicular dominance, celebrating local heritage, creating new green open space, air quality, noise reduction, road safety, visual appeal, pedestrian connectivity, enhance overall legibility, cycle accessibility, enabling development



St Peters Port Area project



Feature lighting of church and spire; green space enclosed by buildings; informal play; public realm and landscape responding to heritage structure; retention of important historic fabric.

iv. Westgate/ Tavern/ Carr streets



Location



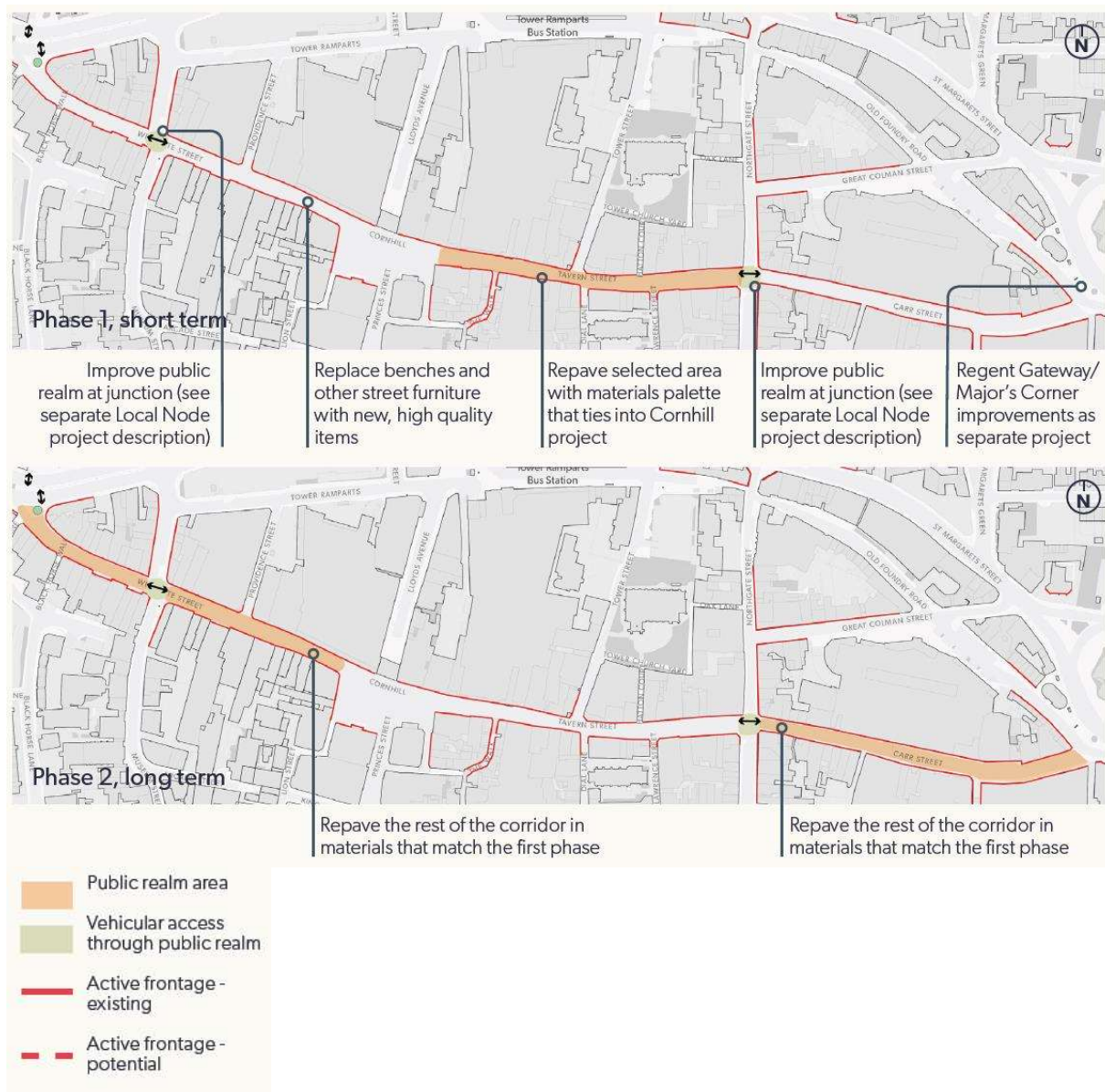
Existing situation

A key part of this important east-west corridor will be improved through the delivery of the Cornhill project at Ipswich's heart. Following this significant project further work should be undertaken to upgrade the rest of this link.

In the short term:

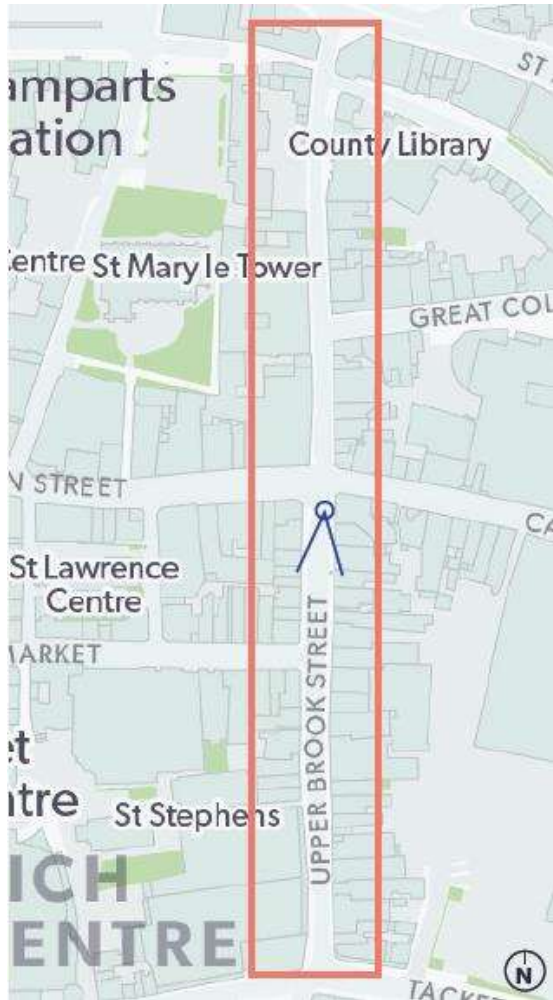
- Review and remove redundant street clutter, and work with business owners to reduce the number of 'A' boards and similar which are provided in the space.
- Replace bins and benches with coordinated palette of contemporary, high quality items, and identify additional locations for benches to provide regular rest points along street.
- Investigate the potential to install catenary lighting along the street, or sections of it.
- Replace surfacing in footways and carriageway in selected areas (see diagram to the right) with more contemporary, high quality paving choice, that complements that used for the Cornhill area without visually diluting the importance of this space.
- Designate clear areas within street environment for additional sitting out frontage associated with cafés/ restaurants.
- Install raised planters to add green, sensitively located along with benches - or with benches integrated into planters - so as not to obstruct pedestrian movement.
- Work with property owners and local artists to install art interventions along street, e.g. on blank façades or within pavement.
- Improve pedestrian environment during time when traffic is restricted.
- Replace surfacing in footways and carriageway along rest of the street (longer term objective).

Benefits: Strengthens east-west route, visual appeal, increase useable amenity space, pedestrian comfort, improved town image



Contemporary seating and planter with integrated seating within pedestrian street; High quality and distinctive paving scheme along shopping street; and Distinctive street furniture and planters.

v. Upper Brook Street/ Northgate



Location



Existing situation looking south

In the short term, promote interventions that improve the pedestrian experience and make it more comfortable for southbound cyclists.

- Raise loading and disabled parking bays to footway level and repave in materials similar to footway, to create space that can be used by pedestrians when not occupied by vehicles, and visually narrow the carriageway.
- Raise contra-flow cycle lane to footway level, to further visually narrow the carriageway.
- Work with building owners/occupiers to encourage improvement of frontages along the street, and maintain clean and unobstructed footways outside their premises.
- Reinstate and enforce traffic restrictions to reduce vehicular volumes along street.
- A longer term aspiration is to remove buses from the street, however this relies on relocating the bus stops to places which still provide convenience for passengers, and wider changes to bus routes. Given the passenger and operational implications of this it is proposed that a further detailed study is undertaken to investigate further.

Benefits: Strengthens north-south route, visual appeal, improved street image, resolve road user conflicts, pedestrian and cycle comfort, reducing vehicular dominance, supporting local business

Project synergies: 13, 15, 27, 36, 51

vi. Upper Orwell Street streetscape



Location



Existing situation

Upper Orwell Street suffers from a poor quality public realm in contrast to the Fore Street part of this corridor. The street should be improved to provide a strong visual continuation of Fore Street to draw people onwards, with wider footways where possible.

- Investigate the reduction of carriageway space to consistent 6.5m in order to improve cycle routes, widen footways and help maintain slow traffic speeds.
- Repave footways and carriageway in high quality and distinctive materials.
- Provide continuous footway treatment across Upper Barclay Street, Union Street, and any vehicle crossovers to prioritise pedestrians over vehicles.
- Encourage meanwhile uses of vacant buildings to help activate street.
- Review street lighting provision to ensure consistent light levels along both footways.
- Enhance landscape on western side adjacent to car park with denser but low level planting as short term improvement.
- In the long term encourage development of wider area to provide frontage that helps infill missing frontage along western side of the road.
- Re-landscape public space on eastern side of street adjacent to St Michael's Church (see Project 21), potentially incorporating small amount of infill development or kiosks on north side to help activate the space.

Benefits: Strengthens north-south route, visual appeal, improved street image, resolve road user conflicts, activation, pedestrian connectivity, cycle accessibility, supporting local business



Meanwhile uses of vacant shops; Special carriageway surfacing used in Fore Street; and Continuous footway treatments over vehicle crossovers.

vii. Regent Gateway/ Major's Corner



Location

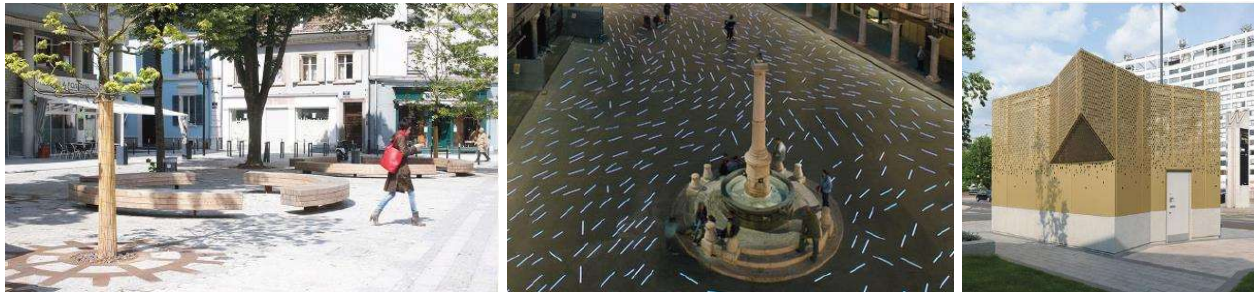


Existing situation

This project is to enhance this gateway to the town centre from the east, as the terminus of the major east-west axis of Westgate/Tavern/ Carr Streets, a major junction on a key north-south route connecting the Waterfront to Christchurch Park, and the setting for The Regent Theatre - a key cultural asset for the Council.

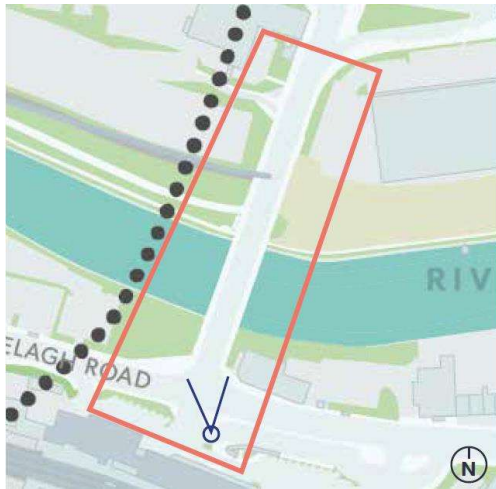
- Promote re-use or redevelopment of the Odeon site to create a high-quality landmark building which provides improved public realm activation and frontage along the existing parking site.
- Use part of the southern end of the theatre car park to create a prominent new square which provides an entrance space for the Regent's Theatre, a natural terminus to Carr and Upper Orwell Street, and would significantly enhance the attractiveness of the building.
- Square could be used for events put on in association with the theatre, cafe seating, or other informal activities.
- New public art landmark within the new square to provide a visual terminus for Upper Orwell Street and Carr Street.
- Provide feature lighting to ensure the space forms a landmark at night; e.g. accent lighting of the theatre, or lighting integrated into the street furniture or pavement of the proposed square.
- Provide planters and/or additional street trees within new square.
- Declutter and reconfigure the Major's Corner area to make more pedestrian friendly by potentially removing telephone kiosks, and rationalising the number of bins. The reconfiguration should include the retention of public toilets.
- Tighten road geometry at junction of Upper Orwell Street/ St Helen's Street/ St Margaret's Street/ Old Foundry Road to allow for a more generous pedestrian space on south eastern corner of junction, and realign crossings / junctions to better match pedestrian desire lines and improve the size of the space.

Benefits: Strengthens north-south route, visual appeal, celebrating local heritage, improve perceived security, increase useable amenity space, pedestrian comfort, activation.



Public space with tree planting and new seating areas; Integrated lighting within public space adds visual interest at night; and The toilet block could be subject of architectural re-design to create something that is both compact and also provide a visually interesting building.

viii. Princes Street Bridge gateway



Location

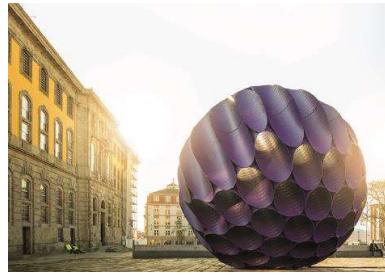


Existing situation

Bridge area enhanced as 'gateway', promoting sense of arrival and orientation from rail station towards the town centre.

- Potential for a piece of signature art to provide a visual feature and sense of arrival to Ipswich in the station forecourt.
- Place name/ Ipswich branding feature along boundary of land on northwest corner of junction of Princes Street/ Burrell Road/ Ranelagh Road that promotes identity and conveys sense of direction towards the town centre.
- Upgrade footway surfacing on bridge to match station square.
- Upgrade all lamp columns up to rail station to match those on rest of Princes Street (contemporary black columns with banner attachments), and relocate all columns on the bridge to back of footway to better illuminate footway as well as carriageway.
- Restore Victorian style lamps on parapets.
- Consider feature lighting of parapet to make bridge more of a feature at night.
- Clean parapets and remove overgrown vegetation regularly.
- Provide new connection to riverside to east (and on to Waterfront) from north end of bridge (dependent on Grafton Way development). Work with developers of site to ensure structure to deal with level changes is attractive.
- Install new toucan crossing to connect cycle and pedestrian route from riverside path west to new riverside path east.
- Entrance features to promote riverside path on both sides, and improve cycle access and visual links to the station from Princes Street.
- Amend signal timings at junction of Princes Street/ Burrell Road/ Ranelagh Road to reduce wait time for pedestrians.
- Enhance existing 'natural' qualities of riverside, with careful maintenance of greening along the river ensuring biodiversity maintained.

Benefits: Reduced vehicular dominance, creating sense of arrival, improved town image, road safety, visual appeal, pedestrian connectivity, cycle accessibility



Projects using simple, bold colours on banners and signs to help indicate route to the town centre are currently used successfully and provide visual interest and can improve legibility; Feature artwork in squares; Various large-scale place name and branding installations help to add to legibility and to online presence from photography on social media; and Contemporary lighting columns recently installed elsewhere on Princes Street

ix. Arras Square/ St Stephens



Location

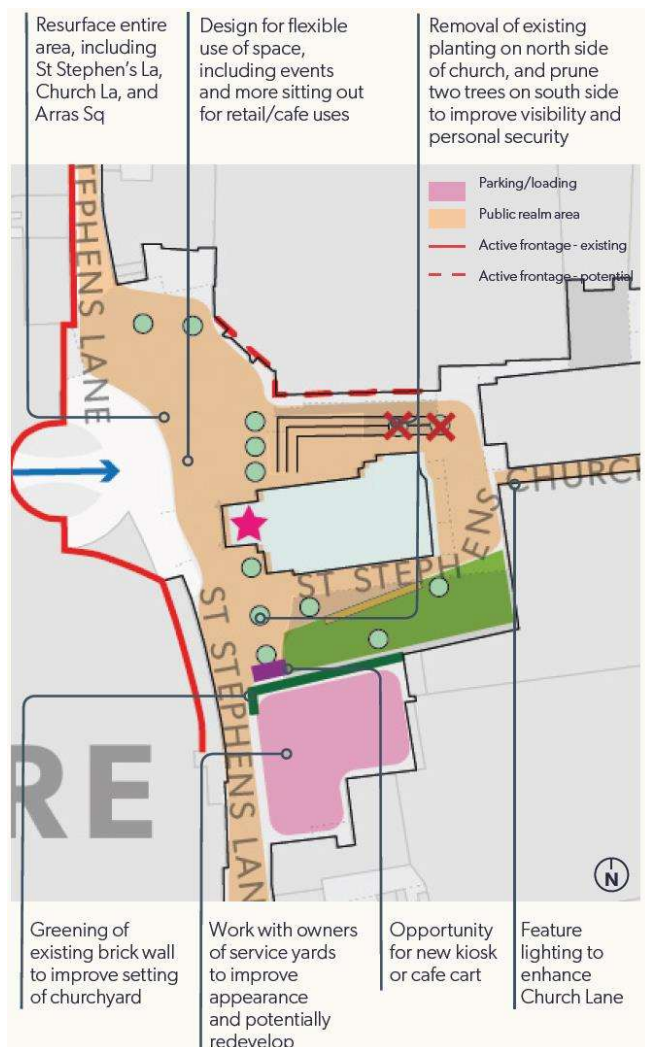


Existing situation

This important public space forms the setting of St Stephens Church (the Tourist Information Centre) and the main entrance to the Buttermarket shopping centre, and the public realm should reflect this. The design approach developed should be consistent with that around St Lawrence, St Mary le Tower, and other pedestrian lanes in the town centre to create consistency and visual unity.

- Repave entire area with consistent surface materials that complement heritage setting and create a stronger sense of place, clearly identifying designation of loading/unloading for stores.
- Encourage further activation of the space through introduction of kiosks and other activities such as outdoor performances and/or a small market
- Promote further activation of frontages framing space, with sitting-out areas
- Remove planting on north side of church to open up visibility of this area
- Introduce new, contemporary seating around trees, integrated into churchyard wall, and potentially as part of resolving level difference on north side of church
- Consider how the role of the churchyard can be successfully adapted to meet both public realm and heritage aspirations, either through its incorporation within a unifying design for the entire space, or greater definition of its boundaries eg through the addition of entrance railings and gates.
- Introduce informal play elements
- Install art elements within pavement that relate to heritage of area, and reference historic Anglo Saxon north-south route; these elements should be incorporated in other spaces along this link
- Prune yew trees on southern side of church to improve daylight levels, personal security, and visibility of St Stephen's tower from Dogs Head Street as local landmark
- Introduce new, coherent street lighting scheme to improve night-time ambiance and enhance personal security
- Accent lighting of church
- Catenary or pavement lighting in areas around church and along St Stephens Church Lane to add visual interest and enhance personal security
- Introduce climbing plants on blank brick walls around churchyard, and ground planting in existing grassed area
- Work with owners of service yard to improve appearance of space, including resurfacing, and explore long term potential for removal of servicing and infill development here
- Work with occupier of 28-32 Upper Brook Street (currently Wilkinson's) to explore potential for art installation on the rear of their building
- Promote the opening up of the 32-42 Buttermarket building (former BHS) with ground floor activity on Arras Square
- Ban parking and loading within Arras Square, and restrict vehicle access through use of street furniture or bollards

Benefits: Strengthens north-south route, visual appeal, celebrating local heritage, improve perceived security, increase useable amenity space, pedestrian comfort, activation, supporting local business



Artwork embedded in pavement to provide visual clues to history and promote a trail; Feature lighting inset into pavement Kiosk or cafe help activate public space; and High quality paving used consistently across public space visually unifies the area.

x. St Lawrence Church area



Location



Existing situation

This urban space features a highly visible and iconic church tower, but the surrounding churchyard is constrained and hidden - the presence and amenity of this small space should be enhanced. The design approach developed should be consistent with that around St Lawrence, St Mary le Tower, and other pedestrian lanes in the town centre to create consistency and visual unity.

- Repave Dial Lane and paved churchyard areas with consistent surface materials that with other churchyards and lanes.
- Introduce catenary or lighting within pavement or street furniture to improve personal security at night on both sides of the church, and to provide visual interest.
- Introduce feature lighting of the church tower to create landmark at night.
- Introduce festoon lighting in trees.
- Activate the space through introduction of well-lit informal/natural play elements for children, or potentially create an area for play that can be locked at night.
- Promote more intensive use of the St Lawrence Centre; explore the potential to open up the church and activate the north side and St Lawrence Street.
- Remove planting beds from churchyard on north side and work with owners to repave area consistently wall-to-wall
- Investigate potential for new planting or artwork on blank walls to the north of churchyard, and east on St Lawrence Street to improve the appearance of the area.
- Introduce pavement elements that elucidate the heritage of the site i.e. through text insets or incorporation of plaques etc. and that reference the historic Anglo-Saxon north-south route.
- De-clutter the space, including removal of telephone kiosk and re-siting utility cabinets.
- Consider how the historic character of the churchyard can be more successfully defined within the public realm, for instance through the addition of perimeter railings and gates.
- Re-provide seating in locations where visibility and pedestrian activity promotes good personal security, such as around the mature tree on Dial Lane.

Benefits: Strengthens north-south route, visual appeal, celebrating local heritage, improve perceived security, maximising play opportunities, pedestrian comfort, activation, supporting local business



Lighting strategy to accentuate historic church



Lighting within street furniture



Catenary lighting



Tree planting combined with repaving and robust seating within a constrained urban site



Informal play areas within public realm



Integration of seating around mature tree

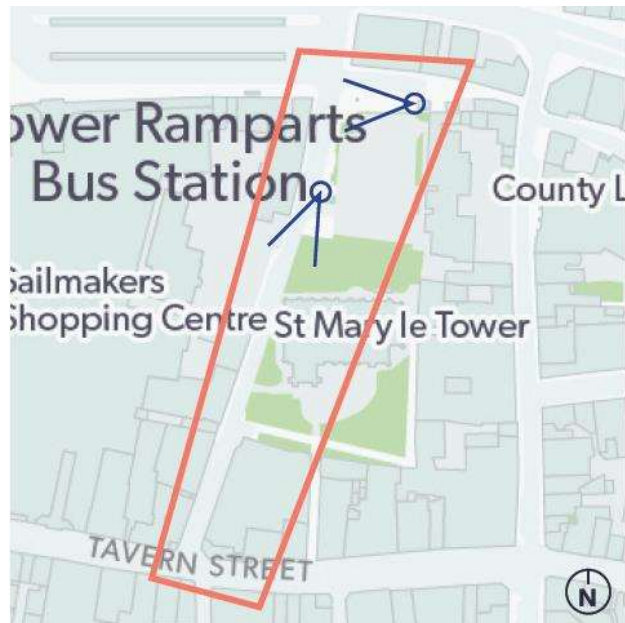


Pavement elements that reference features and history



Artwork on building frontage that also provides feature lighting at night

xi. Tower Street and Tower Ramparts East



Location

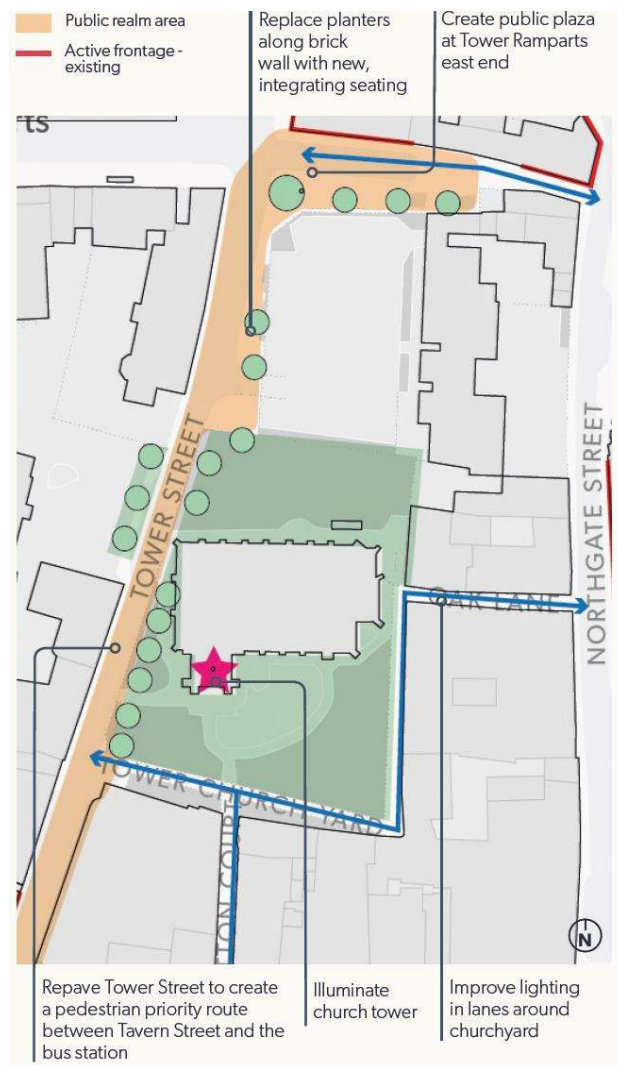


Existing situation

Tower Street should be improved to enhance the setting of St Mary-le-Tower churchyard and provide a stronger and more attractive pedestrian route along the street, terminating in a new pocket space created at the rear of Yates on the eastern end of Tower Ramparts. The design approach developed should be consistent with that around St Lawrence, St Mary le Tower, and other pedestrian lanes to create consistency and visual unity.

- Repave the area with consistent surface materials that create visual continuity with other churchyards on this route (Arras Square/ St Stephens and St Lawrence)
- Consider repaving Tower Street to create a level surface pedestrian priority or shared space street environment.
- If possible remove southern blue badge parking – if appropriate alternative location can be found.
- Designate and demarcate areas for commercial bins within Tower Street, ideally in one consolidated accessible area.
- Remove or relocate loading bay adjacent to Yates and enhance public realm at Tower Ramparts East, to create a new pocket plaza, retaining motorcycle parking within plaza.
- Provide new street lighting within pocket plaza to enhance personal security.
- Introduce new seating within pocket plaza and replace existing seating at northern end of Tower Street, incorporating into new planters to replace existing raised beds.
- Allow food vendors to continue to operate on Tower Ramparts to help activate space.
- Retain existing street trees.
- Introduce festoon lighting in selected trees.
- Promote public access to the churchyard.
- Reinstate missing railings in churchyard wall.
- Feature lighting of St Mary-le-Tower spire.
- Install feature lighting (e.g. catenary) along Oak Lane and Hatton Court to enhance personal security at night.
- Introduce pavement elements that elucidate the heritage of the site and that reference historic Anglo-Saxon north-south route.
- Add artwork to blank walls in Oak Lane.

Benefits: Strengthens north-south route, visual appeal, celebrating local heritage, improve perceived security, pedestrian comfort, pedestrian connectivity (especially towards bus station and Christchurch Park), activation, supporting local business, improve access to town centre.



Raised planter along existing wall softens the hard edge, and features integrated seating; Install replica railings in St Mary-le-Tower wall, where currently missing; and Seating and illumination combined in raised planter.

xii. Lloyds Avenue



Location



Existing situation

Turn Lloyds Avenue into a more attractive place with more pedestrian activity by providing space for 'sitting out' and promoting the north-south route between the Cornhill and Crown Street activity. Also improve the public realm to rear of Debenhams at the southern end.

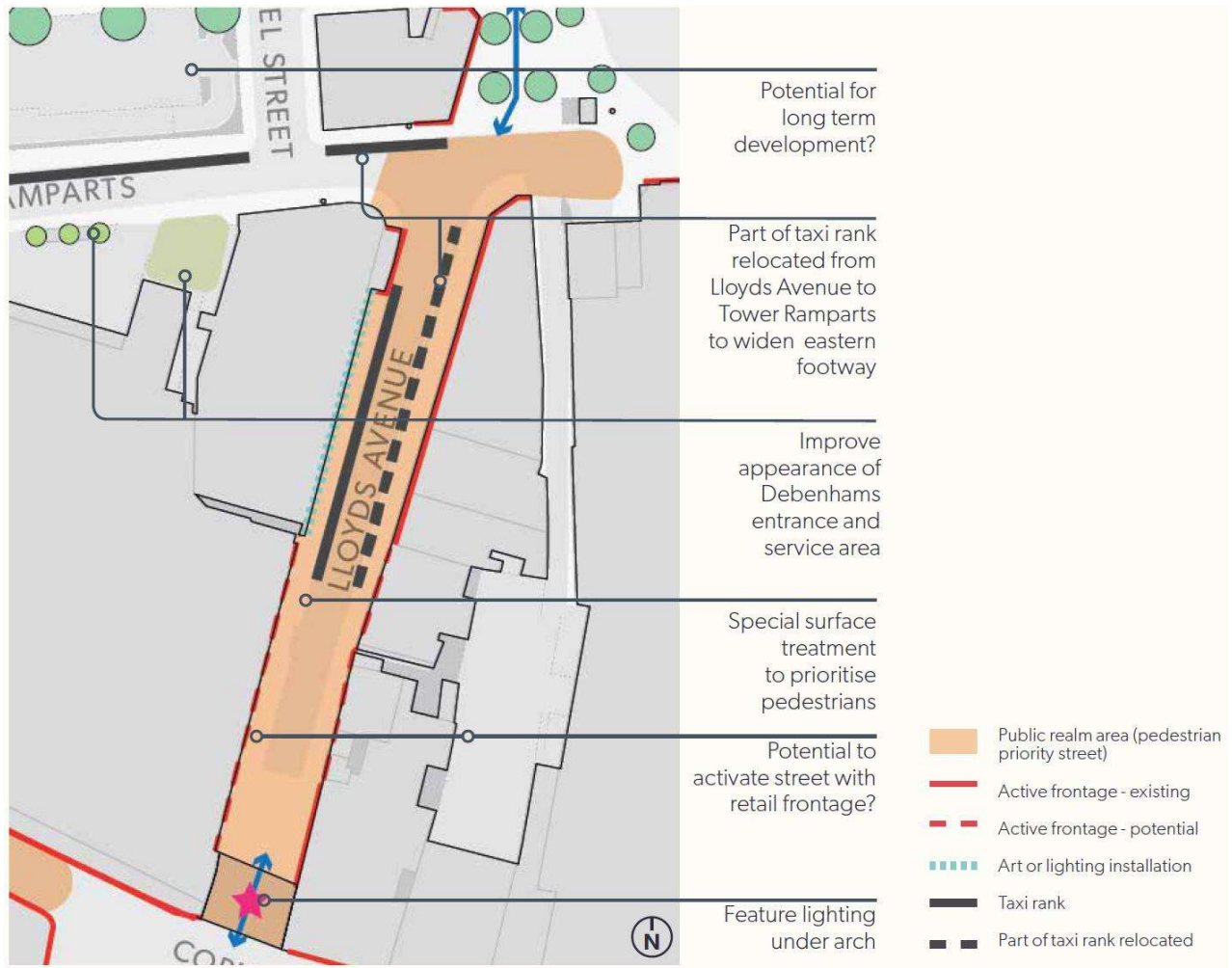
- Improve public realm at south end of Lloyds Avenue with special surfacing treatment that connects beneath Lloyds Avenue Arch and links with Cornhill.
- Repave footway and carriageway along remainder of Lloyds Avenue with special materials as shared or level surface to promote pedestrian priority (e.g. similar approach to St Peters Street), including across Tower Ramparts to link with plaza.
- Liaise with Debenhams to open up Lloyds Avenue side entrances and provide active frontage addressing the street. If not feasible then encourage them to remove vinyl coverings from the windows and install window displays that animate the street.
- Investigate the installation of artwork on blank façades on the west side of the street.
- Provide feature lighting along Lloyds Avenue and/or wall of Mecca Bingo building (e.g. catenary lighting, plus arch uplighting).
- Declutter Lloyds Archway (e.g. phone kiosks).
- Install more and better cycle parking in area closer to main focus of public activity.
- Should sites along the west side of Lloyds Avenue become available for redevelopment the entire street could be considered for public realm enhancements which may require relocation of the taxi rank.



Art installation reactivating blank wall



Catenary lighting



Shared, level surface street



Sitting out areas on a street with a gradient

xiii. A Local nodes projects



Existing situation - Junction of Queen/ Friars/ Falcon/ Nicholas Streets



Existing situation - Junction of Fore/ Orwell/ Upper St Orwell/Eagle Street's.



Existing situation - Junction of Dogs Head/ lower Brook/ Tacket/ Upper Brook



Existing situation - Junction of Tavern/ Upper Brook/ Carr/ Northgate

Ipswich's urban fabric is characterised by a number of street junctions which have irregular geometry, a strong sense of enclosure and prominent townscape value. Most of these date back to the medieval street network, and contribute - or have the potential to contribute more strongly - to a sense of place and local identity.

All of them are also important decision points, places where pedestrians can choose to travel east-west or north-south. However the tight enclosure by adjacent buildings means that vistas are limited and legibility of route choice is not always good. As such, their enhancement is important to play in promoting route choice.

Their quality varies, for example Giles Circus has recently been the focus of public realm improvement, and the junction of St Nicholas and St Peter's Streets is of high quality with heritage elements and public sculpture. Others are undermined by poor quality urban realm, such as the junction of Fore/ Orwell/ Upper Orwell/ Eagle streets.

A coherent design approach is proposed for each of these junctions that:

- Responds to the surrounding built heritage
- References history of the specific area
- Promotes a sense of direction, with a particular emphasis on north-south routes
- Provides visual interest and delight

A selection of potential design treatments are proposed for consideration in isolation or combination. These include:

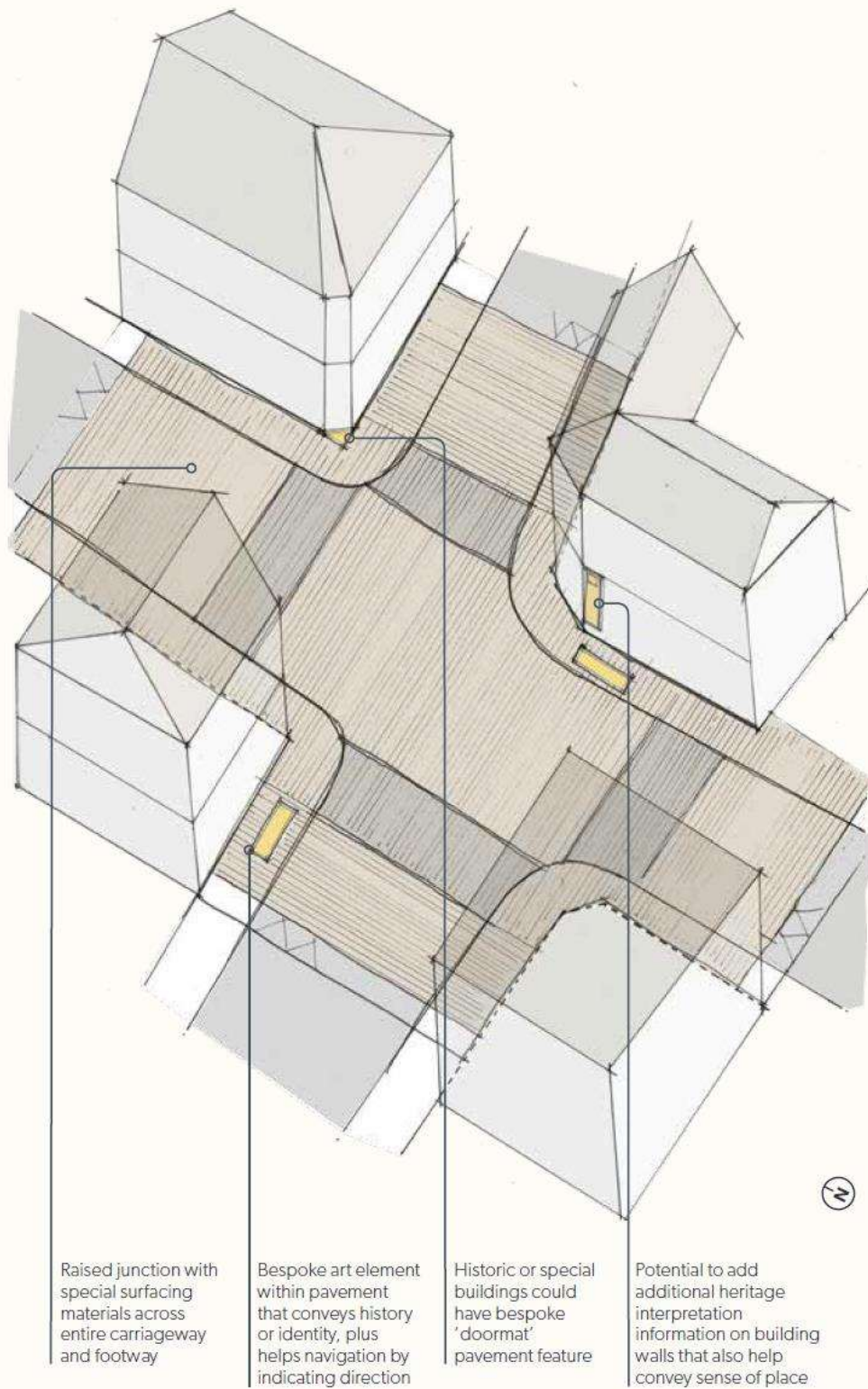
- Use a coherent and consistent material palette and design approach to promote overall Ipswich identity. This should have a visual connection to the Cornhill scheme (e.g. using similar size and colour mix of granite setts, or other materials).
- Improve pedestrian priority by repaving or raising junctions, potentially using continuous footway style treatments.
- Widen pavements where possible to provide more pedestrian space and allow more activity to spill out from active uses.
- Declutter footways of street furniture and obstructions wherever possible. Introduce a special surface treatment that differentiates the north-south route compared to the east-west route, such as extending the footway materials across the east-west roads, and varying the palette by direction (e.g. different colours, textures, unit sizes, and/or paving pattern).
- Use symbols or artwork within paving to reference historical or archaeological elements of that particular location, provide a geographic reference to aid navigation, and contribute to an overarching identity.
- Use accent lighting to highlight prominent townscape elements and create a focal point at night time.
- Provide additional wall plaques to reveal heritage elements, including QR codes or other digital elements.
- Identify locations where additional public art could be introduced on a permanent or temporary basis, e.g. on the footway (where space allows - many of these locations are constrained) or attached to buildings.
- Artwork in these locations could be part of a wider trail (see Trails).

Benefits: Strengthens north-south routes, celebrating local heritage, wayfinding, improve town image, encourage exploration



Plaques and markers on walls or in the pavement give further information about history and heritage.

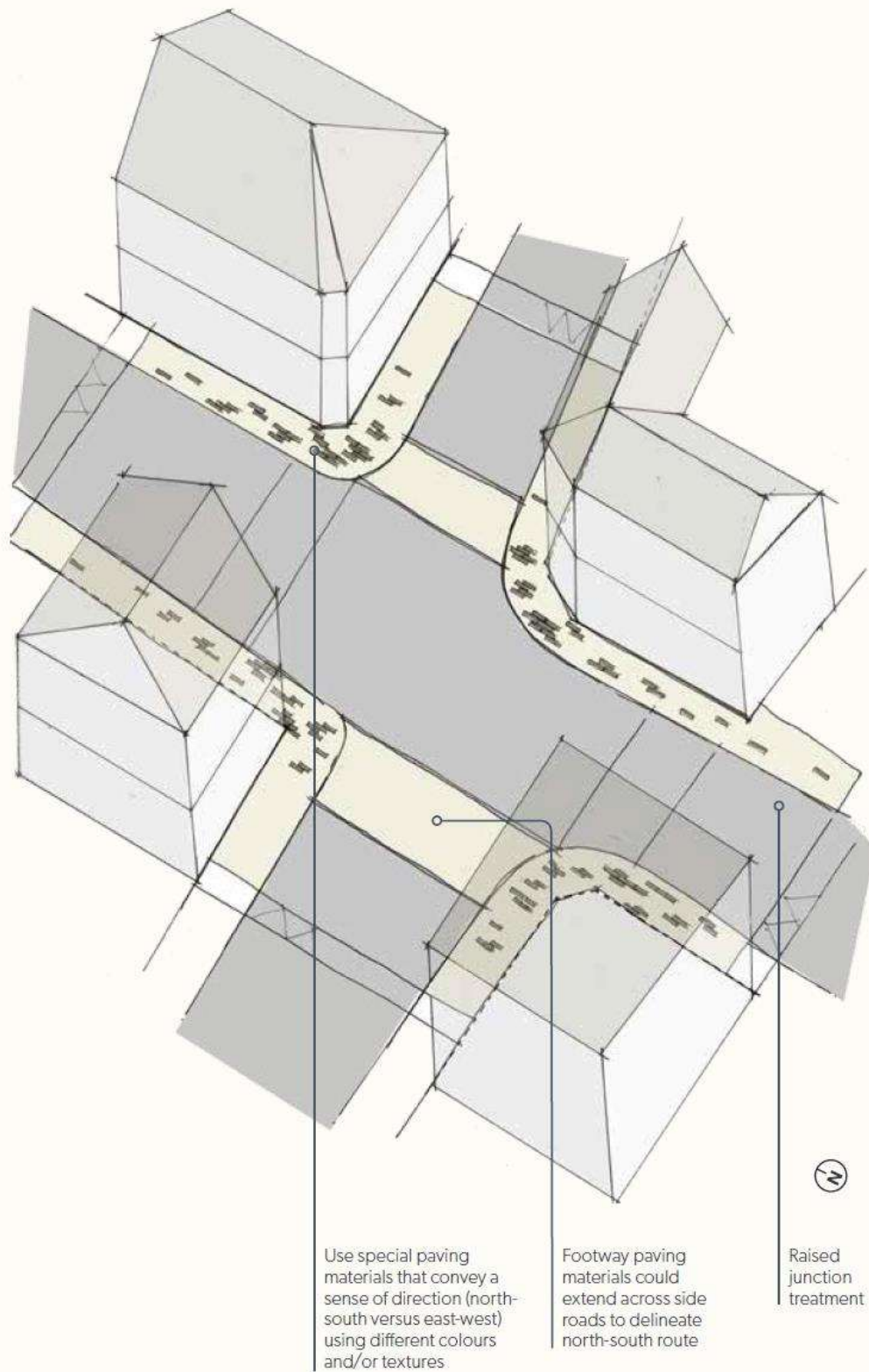
Concept illustration of a local node treatment - variant A





Public art incorporating directional information; Junction paving design help generates nodes as places in own right; Material treatments that give sense of direction through use of different colours and textures; and raised table junction treatments.

Concept illustration of a local node treatment - variant B



Other Supporting Projects

The Focus Projects are supported by a large number of additional Supporting Projects which, cumulatively, will achieve a substantive change in the town centre and Waterfront.

The following section provides a brief overview of each of these proposed projects.

14 St Peters Street

Footways on St Peter's Street are relatively narrow in relation to pedestrian activity, especially on the eastern side. To better accommodate pedestrian movement and facilitate more active use of the footway by adjacent businesses the carriageway space could be re-purposed to widen footways.

Short term improvements to the space to increase functionality of space. In the long term consideration could be given to the redesign and enhancement of this area for people walking along St Nicholas, St Peters and Silent Streets, and also from Cutler Street.

Short term:

- Encourage businesses to provide more sitting out areas along street.
- Replace bollards at Curson Plain with strategically positioned benches that provide pedestrian comfort and provide barrier to vehicles.
- Introduce feature lighting.

Long term:

- Reclaim carriageway space where possible to widen pedestrian area subject to cycle route consideration.
- Visually extend the existing public space across the junction with Silent Street, creating a larger square which traffic passes through - rather than a space adjacent to the carriageway.
- Use paving treatment that is visually similar to the Yorkstone in the footway around the Cardinal Wolsey statue across the entire area.
- Investigate potential to widen footways, by tightening road geometry.
- Tighten geometry of junction of St Peter's Street and Star Lane to favour pedestrians and realign crossing on Star Lane to better meet pedestrian desire line north-south.



Street repaved and parking space converted to seating areas; and Materials visually unify and create a public space, that prioritises pedestrians while allowing vehicles to pass through

15. Cromwell Square

Explore occasional closure of car park for use for temporary events, and monitor impact.
Potential to re-purpose part of space to create more public amenity space.

- Develop events programme for space in conjunction with businesses in Saints Quarter, and monitor success and impacts of temporary closure of car park.
- If successful, develop a plan to re-landscape square as a shared surface space retaining car parking spaces, or potentially reducing overall amount of car parking dependant on demand.
- Ensure disabled spaces are retained.
- Square should provide focal point from St Nicholas Street, and improve interface between St Nicholas Church and car park, for example with seating integrated into the churchyard wall. It should also promote visibility of the pedestrian link between the Willis building and the Unitarian Church.
- Include additional street trees or planting.
- Introduce natural play elements within churchyard, and new square.
- Feature lighting to highlight church tower.



Comprehensive repaving to unify square while still providing for car parking; and Seating integrated into wall of landscaped area

16. Princes Street (Cornhill to Giles Circus)

Complete the Cornhill scheme paving treatment as originally planned.

- Use paving treatment for the Cornhill scheme surrounds (mix of granite setts), to visually extend the space southwards along Princes Street, to Giles Circus.

17. DanceEast Square

Promote more active use of this space, including for temporary events, while being mindful of adjacent residential uses.

- Work with developer of adjacent sites to provide activity at ground floor facing into the space, facilitating sitting out areas.

- Explore potential use of space for small-scale events (e.g. in conjunction with DanceEast, Maritime Festival etc.) during day and early evening only, or rolling programme of temporary art installations.
- Provide additional feature lighting to enliven the space at night.



Feature lighting, and Square used for temporary events.

18. Foundation Street south

This street has recently been closed to traffic, and should be redesigned as a pedestrian space with bicycle access also allowed.

- Raise carriageway for entire segment, designing northernmost section as pedestrian priority route but shared with vehicles entering the hotel car park, and the remainder as pedestrian and bicycles only.
- Realign College Street crossing to better meet north-south desire line.
- Review geometry of Star Lane/ Foundation Street junction with a view to tightening it and better aligning crossing to north-south desire line.
- Create new pocket plaza at south-eastern corner, enhancing setting for St Mary's on the Quay.

19. Lower Brook Street

Improve the quality of the streetscape Lower Brook Street to provide a better setting for heritage buildings, enhance the pedestrian experience, and encourage use by cyclists.

- Repave footways in consistent, higher quality materials that provide visually continuity with Upper Brook Street
- Resurface carriageway in materials that promote the street as pedestrian priority zone and encourage slow traffic speeds; e.g. could be block paving similar to St Peter's Street, or buff-coloured asphalt
- Sign as a cycle route and provide cycle crossing to Foundation Street south.



Buff-colour asphalt within carriageway; and Block paving within carriageway (Ipswich)

20. Fore Street Pool area

Enhance the setting of the important heritage asset that is the Fore Street Pool as part of strategic north-south connection, and also promote east-west walking routes that connect past the old Jewish Cemetery and St Clements.

- Improve the setting of the Fore Street Swimming Pools and St Clement's Church through removal of street clutter (e.g. the telephone kiosk and bollards).
- Shift pelican crossing on Star Lane east to better align with north-south pedestrian movement.
- Introduce seating around the tree outside Fore Street Pools to create a pocket place.
- Coherent lighting strategy to emphasise the north-south route including accent lighting of prominent townscape elements.
- Highlight heritage elements with plaques and public art (see project 51 and 53).
- Public realm treatment along southern edge of Fore Street Car Park, with planting and surfacing to promote route to St Clements.

In the long term, promote redevelopment of:

- The sites around the old Jewish Cemetery to provide infill frontage on Star Lane, Slade St, and Fore St incorporating a new pedestrian route that passes by the cemetery site.

21. St Michaels

A small, poorly visible area of public realm suffering from anti-social behaviour and a lack of activation due to a loss of adjacent retail frontage. Some public art and planting is present within the space which is adjacent to vacant, and fire damaged St Michael's church. Improvement should take place to support improvement of Upper Orwell Street.

- Promote strategic enhancement of the site in tandem with the restoration and conversion of the adjacent St Michaels Church.
- Create activation through events.
- Investigate longer term small-scale infill development on northern and eastern sides to provide activity and overlooking.
- Incorporate informal play space.
- Opportunities for additional public art (e.g. sculpture, mural, or creative lighting feature) on blank frontage at north end of space.
- Improve greening with new planting arrangements and trees
- Improve lighting of the site to prevent issues of anti-social behaviour at night.
- Rename the square to create a more prominent heart for the Upper and Lower Orwell local shopping centre.



Informal play within landscape

22. St Margarets Green

The remnants of a Medieval Green opposite St Margaret's Church which should be enhanced as gateway to the town centre from the north as well as key junction on a main north-south pedestrian route between the Waterfront and Christchurch Park.

- Redesign the space to provide a more generous and high quality Green with additional planting and new seating opportunities.
- Illuminate church and tower to create an prominent landmark at this gateway site.
- Repave the eastern half of Soane Street in similar manner to the western half, and repave to create a more prominent entrance to Christchurch Park.
- Promote sensitive development on vacant car wash site to improve frontage and legibility of the block and provide better pedestrian connections across St Margaret's Street. This should make use of the a prominent corner to create a landmark development to promote legibility.



Intense greening within a small open space, incorporating contemporary seating

23. Princes Street

This route has been recently improved, but activity is increasing along here due to current and forthcoming developments, and a number of interventions should be considered to enhance the functional quality of the route for pedestrians and cyclists, and strengthening the legibility as a direct and quick route between the station and the town centre.

- Extend side road entry treatments at Portman Road and Chalon Street to make ramps closer to Princes Street to slow turning movements more, and repave to more visually consistent with footways to help prioritise pedestrians.
- Upgrade bus stop waiting environments to consistent standard.
- Upgrade cycle facilities to fully or semi-segregated.
- Install banners on lighting columns to help promote route from station.
- Review geometry of junctions of Prince Street with Commercial Road and Grafton Way to identify if can be tightened and crossing distances reduced.



Semi-segregation of cycle route, using 'orcas' or two-way cycle routes.

24. River Path: Princes Street to Bridge Street

Provide a new route through Grafton Way development site (currently being considered as part of site planning application) and enhance existing path alongside river.

- Work with developers of Grafton site (subject to planning approval) to provide new foot/cycle path through development site and attractive set of stairs and ramp from Princes Street Bridge at proposed new toucan crossing point (see project 22), connecting into proposed realigned toucan crossing on Bridge Street (see project 2).
- Ensure path wide enough for separate pedestrian and cyclist provisions to provide a comfortable experience for both users.
- This path should have appropriate illumination for evening use.
- Resurface existing riverside path as well.
- Establish low level locally appropriate riverine planting (e.g. grasses or small shrubs) in the green strip between path and concrete river bank to soften edge, and provide green corridor for fauna.

25. Waterfront - north side

Selected interventions to improve the overall visual coherency and identity of the area, and support pedestrian use and activity.

- Replace selected items of street furniture with specific palette to ensure visual consistency that promotes an identifiable Waterfront identity, including railing posts, bollards, seating and bins.
- Install additional seating along Waterfront, providing a variety of seating opportunities to meet different needs.
- In the longer term, seek to repave the route as a raised, shared surface without kerbs (with appropriate tactile guidance), and upgrade all lighting to more distinctive contemporary style.
- Promote additional sitting out areas for cafés and restaurants, potentially removing some of the quayside parking to provide this.
- Introduce elements such as wall plaques or pavement details that celebrate and promote history and heritage.

26. Waterfront – East side

Selected interventions to improve the overall visual coherency and identity of the area and help draw people further along the Waterfront.

- Install new bench seating along Waterfront, in a style that coordinates with the northern edge of the Waterfront, and ensure other street furniture items are also consistent.
- Promote more sitting out areas for cafés.
- Introduce elements such as wall plaques or pavement details that celebrate and promote history and heritage.
- Work with land owners and occupiers to improve the appearance of Orwell Quay Ship Launch Road, including resurfacing worn areas of asphalt, and tidying up and maintaining the waterside edge. Use paint to demarcate a pedestrian route through the area, and provide wayfinding information.



Waterfront with consistent contemporary street furniture and lighting, and areas for cafe seating; and Pedestrian route demarcated with paint.

27. North-West gateway

This area is the transition point between the town centre perimeter, and the Norwich Road area, which has a distinct identity due to the restaurants and retail located along this corridor. The general quality of the environment is variable, and pedestrians are forced to use subways to cross the road.

In the short term:

- Declutter footways of guardrail
- Improve lighting at street level and in underpasses (consistent white light levels)
- Ensure adequate signposting (in addition to the Walk Ipswich signs)
- Repave footways with consistent materials



Road space reclaimed to widen footways and shorten crossing distance, plus plant additional trees.

In the long term:

- Remove the roundabout and underpasses and provide surface crossings (similar to junction at Willis building).
- Provide tree planting around junction, potentially utilising the former subways as voids for tree pits.
- Promote redevelopment of corner building to better address the street and provide useful and active areas of public realm.

28. Silent Street

This street has high heritage and townscape character. It is a key pedestrian connection between the Old Cattle Market and the Saints Quarter, though its curved geometry means that it is not an obvious route. Some of the surface materials are damaged.

- Repair surfacing to consistent standard using matching materials.
- Install continuous footway style design treatments over vehicle crossovers and side road entries to prioritise pedestrian movement
- Introduce elements such as wall plaques or pavement details that celebrate and promote history and heritage.

29. Turret Lane

Turret Lane aligns to part of a route connecting a fording point across the river, near Stoke Bridge, with the earliest area of Anglo Saxon settlement and links the site of Wolsey's College with the medieval churches of St Peters, St Stephens, St Lawrence and St Mary le Tower. The recent McCarthy & Stone development will improve the area. The lane should be further enhanced over time as an important pedestrian link for exploration of the Saints Quarter, with references to its history.

- Repave between Star Lane and the Cattle Market bus station in higher quality materials, to create pedestrian-priority lane.
- Install items that provide sense of history, and provide a trail leading north and south such as details within pavement, or plaques attached to walls (see project 53, and also 31, 32, 33).
- Install artwork or visual feature at southern exit from bus station to help identify route and lead people onwards.
- Explore options for long term relocation of bus station and redevelopment of the land here, incorporating a clear north-south route along ancient alignment, with active frontage along it.



Pavement details that reference history, and heritage information panel.

30. Buttermarket

This link is a core component of the retail circuit along with the Carr - Tavern - Westgate corridor and the Cornhill, and should be improved using the same design approach.

- Replace surfacing in footways and carriageway with more contemporary, high quality paving choice, that complements that used for the Cornhill area and the Carr - Tavern - Westgate corridor, without detracting from the importance of the Cornhill.
- Review and remove redundant street clutter, and work with business owners to reduce the number of A boards and similar which are provided in the space.
- Identify locations for benches to provide regular rest points along street. Benches should be same style as Carr-Westgate link.
- Designate clear areas within street environment for additional sitting out frontage associated with cafés/ restaurants.



Shopping street with consistent, contemporary materials, and designated sitting out areas

31. Football ground - College link

Review pedestrian connectivity and implement localised infrastructure improvements for walking and cycling east-west along this corridor.

- Demarcate a clear, direct pedestrian and cycle route through car parks from Portman Road to Princes Street, via Friars Street with appropriate lighting, surfacing and wayfinding. In the long term, designate this route to be delivered through development of the wider area (see potential development project 50).
- Design vehicle crossovers and side road entries to prioritise pedestrians over vehicles. Locations could include: Coytes Gardens, Tacket Street Car Park access, Woodhouse Square, and Shaftesbury Square, as well as various driveways.
- Audit and upgrade footways along link as appropriate to street type (see streetscape guidance chapter) and improve street lighting around the football ground.
- Review cycle infrastructure provisions and identify measures to more consistently provide an east-west connection. Where feasible introduce new or improved cycle lanes, or design to provide higher cycle priority.
- Promote active frontage within any new development of Portman Road car park site.
- Create a new plaza, and use design treatments along pedestrian links to enhance legibility of through routes.

32. Christ Church Cox Lane area

A church and surrounds (including Rectory Building) set back from Tacket Street with some public realm provision. The lack of development and large car parking adjacent creates a one sided street, with active frontage on the south side yet little sense of enclosure or intensity.

- Replace boundary wall on Tacket Street with lower wall with integrated seating, allowing access to the green space of the churchyard and providing informal sitting opportunities.
- Declutter adjacent footway.
- Introduce additional planting within churchyard along Tacket Street.
- Install green screen planting on brick walls between church and car park.
- Lighting of church at night would create a more prominent landmark which also helps highlight the location of adjacent taxi rank.
- The public realm of the church could be incorporated within wider strategic improvement of the Mint Quarter (see project 49). In addition, the church car parking could potentially be re-provided within the NCP car park to the west, giving scope for further public space creation.
- Opportunity to provide a new large green space within the centre of the Mint Quarter.



Seating integrated into edge of plaza around church

33. Burrell Road link

Small-scale interventions should be used to improve the walking and cycling facilities and enhance this as additional east-west route between station and Waterfront.

- Audit and upgrade footways along link as appropriate to street type (see streetscape guidance chapter).
- Design vehicle crossovers and side road entries to prioritise pedestrians over vehicles.
- Review cycle infrastructure provisions and identify measures to more consistently provide an east-west connection.
- Improve Burrell Road walk to and from the station and Stoke bridge.

34. Stoke Bridge

Improve the appearance of Stoke Bridge as gateway between Stoke and Ipswich Waterfront areas, and enhance the area for pedestrian and cycle movement.

- Upgrade footway surfacing to consistent standard.

- Replace existing street lighting with attractive, contemporary columns similar to Princes Street bridge.
- Install feature lighting on bridge parapets
- Declutter area of clutter such as pedestrian guardrail.
- Review complicated geometry of junction of Bridge/ Vernon/ Burrell to improve for pedestrian and cycle movement (e.g. potentially replace with a roundabout).
- Redesign landscaped area at north-west corner of Bridge/ Burrell/ Vernon junction to enhance amenity.



Feature lighting integrated into bridge parapet

35. Museum Street

This is the southerly continuation of High St and includes a stretch of mid-19th streetscape. A large number of buses travel along the street, and this together with narrow footways creates an uncomfortable pedestrian environment.

- Extend the footway on one or both sides (depending on space available).
- Repave footways in higher quality materials.
- Provide light segregation for the contraflow cycle lane, or raise the cycle lane as a stepped track alongside the footway.
- Review the long term potential for relocating buses from this street (requires wider consideration of routing, stopping, and passenger requirements).

36. St Matthews greenspace

A small green open space in between St Matthew's churchyard and Civic Drive which could be enhanced to provide additional amenity.

- Intensify planting of this green open space and engage with the adjacent churchyard to create a more established and larger open space of a tranquil and garden-like nature.
- Design the space to visually relate to any future public realm improvements locally.
- Upgrade lighting along pedestrian route.

- In the long term promote provision of new crossing of Civic Drive at this location (as proposed in plans for New Wolsey Theatre area).



Open space with planting beds which create garden-like nature.

37. St Mary at the Elms space

One of the smaller medieval churches and churchyards in Ipswich. The churchyard is inaccessible and forms a triangular site, with its apex provided as public open space. There have been some issues of anti-social behaviour in this space due to the lack of activity and lighting in the area.

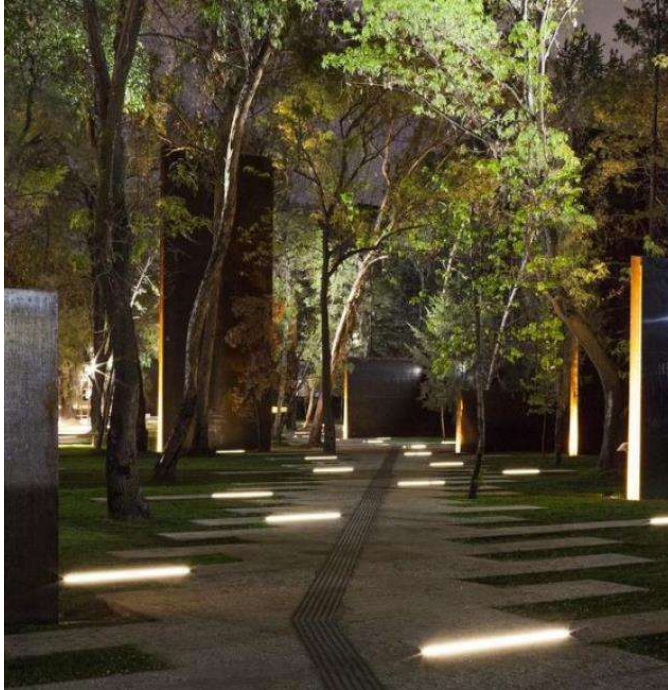
- This space should be considered within the more strategic redevelopment of the Westgate quarter adjacent.
- The western triangular portion could be redesigned as new pocket plaza with the large mature tree at its heart.
- The plaza could be stepped to deal with the level change, with seating integrated into the steps, and/or circling the tree.
- Improved lighting of the space, and the church itself, could help to emphasis this minor landmark on the route between the town centre and suburbs to the west.
- New planting could be introduced around the church tower base, to replace the existing grass and visually tie in with the gated churchyard area.

38. St Clements Churchyard

The St Clement's churchyard offers important green amenity, and could be promoted for informal use.

- Sensitively prune trees to help reveal the church and provide more visibility and help enhance personal security.
- Enhance entrance areas to churchyard as thresholds that provide a sense of arrival, and convey something about identity and heritage of the place.
- Sensitively provide lighting of footpaths to enhance personal security and deter antisocial behaviour.
- Uplight church tower at night.
- Review design of paved, pedestrian areas, making more attractive and introducing informal seating.

- Replace some grassed areas with low planting, to create a more garden-like nature.
- Consider installing informal play elements.



Green space with inset lighting in footpath.

39. Providence Street space

An area of informal outdoor cafe seating currently operates within the existing car parking area. This creates an attractive and active pocket space during opening hours. The potential to further enhance this as a more permanent pocket space should be explored with the owners of the site.

- Work with occupiers area freeholders to further enhance the car park area as a public space, such as conversion of additional parking spaces to seating areas, providing additional planting in beds or containers, and providing informal fixed seating in addition to cafe seating.
- Introduce festoon lighting in existing trees within the site.
- Investigate removal of part of the brick wall along Providence Street to enhance visibility of the space, and potentially provide additional stepped access from this side.
- Work with M&S to explore opportunity for creative art or lighting feature on blank wall on Providence Street.
- Work with other landowners to improve attractiveness of the space in their ownership.

40: Discover Ipswich Trails

A series of trails to promote Ipswich's lesser known assets and encourage both locals and visitors to explore more of the town centre and Waterfront, discovering history, heritage and culture along the way. The trails should be further developed through a wayfinding commission, taking into account and complimenting existing routes and walks that have already been mapped - such as the Artathon through which people can discover the wealth of public art on offer across the town - and also specific features which stakeholders would like to promote. Trails should then be promoted through physical elements on street, which could included a mix of:

- Trail markers inset into pavements, attached to street furniture, and/or on walls of buildings
- Site specific art interventions such as sculpture or street art.
- Interpretation plaques to explain particular pieces of heritage, or historical references

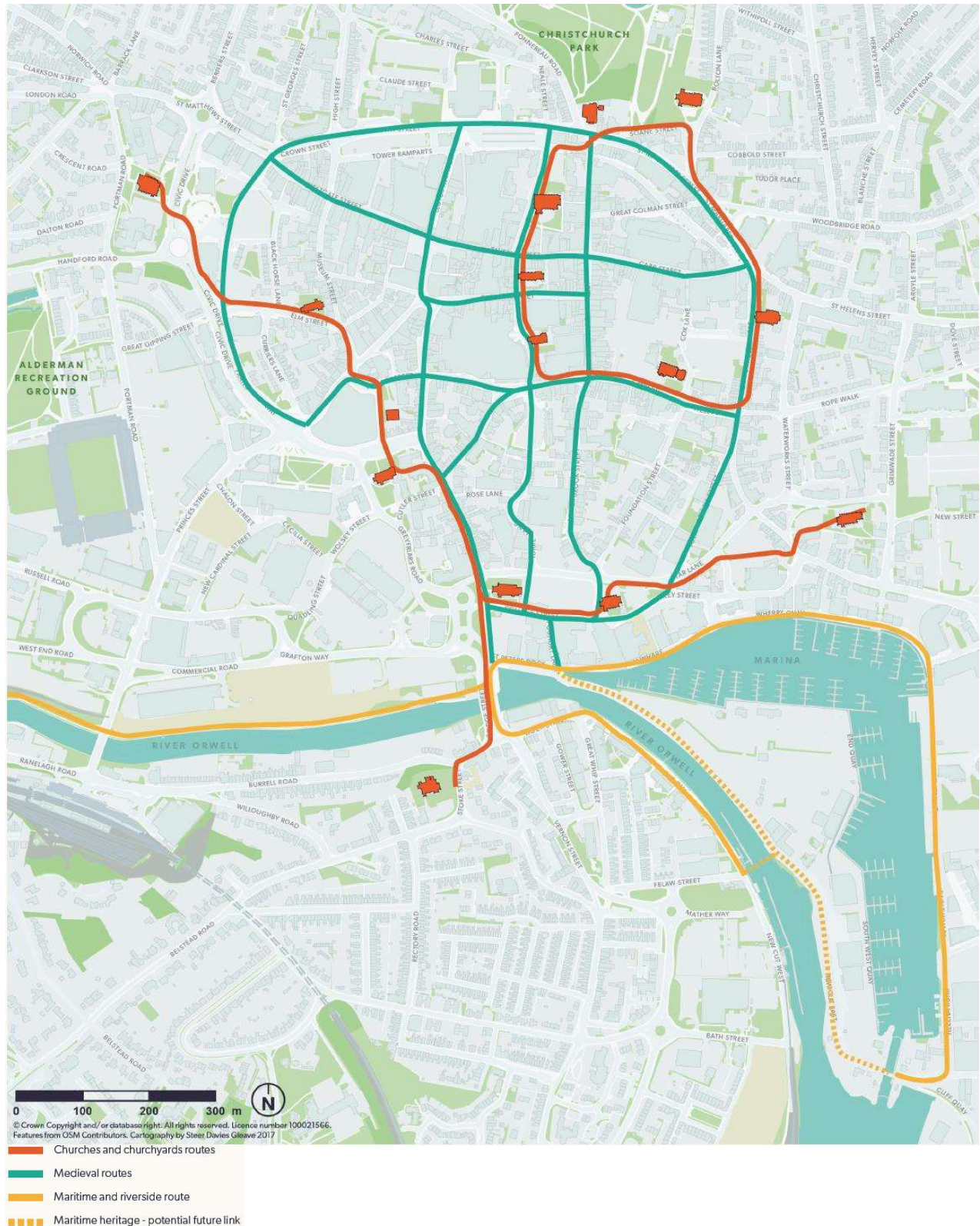
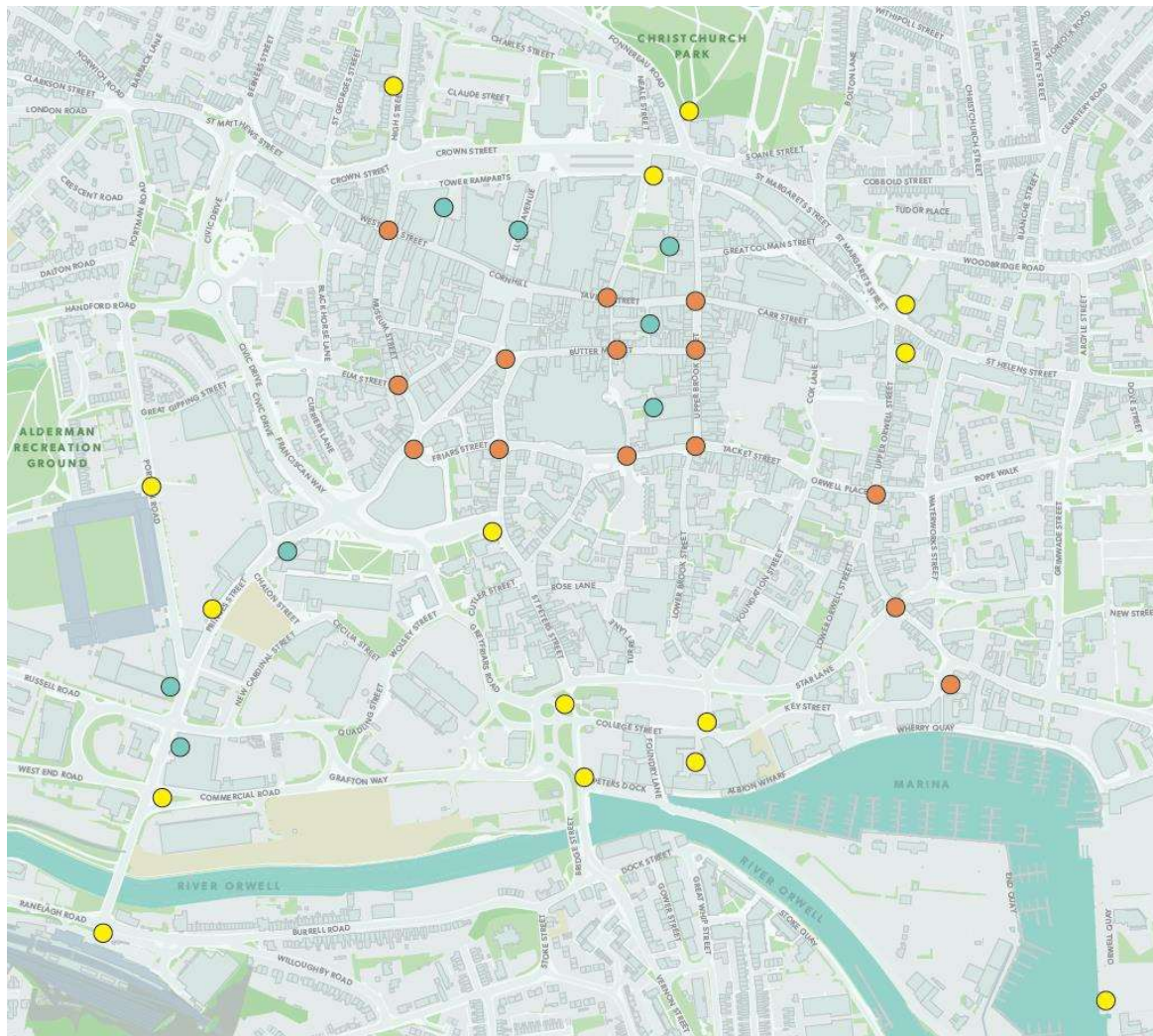


Figure 3: Discover Ipswich Trails

Discover Ipswich Trails contd:- To support and expand on the physical elements a suite of digital trails should be developed which can be accessed via a smartphone. This should be developed as an augmented reality app which provides information such as site-specific historic images, maps, and history. To support the overall vision of the public realm strategy a number of locations for art interventions have been identified. These intended to:

- Support local and area-wide identity through place-making
- Aid navigation
- Local nodes (see separate 'local nodes' project) which could have a permanent, themed piece of art within pavement or on adjacent wall space, were appropriate.
- Blank walls which have been identified as part of the public realm strategy development, where there may be potential to install art (subject to liaison with the building owner)
- Other space where a sculptural artwork could be installed (exact nature subject to development of an art strategy)



These locations could form the basis for either permanent or temporary artworks. The exact nature of the art will require exploration through a separate art strategy. As part of this strategy a suitable theme could be developed for the artworks to help unify them into a trail, supplementing the existing Artathon.

5. Delivery

Making it Happen.

The Strategy presents a wide variety of public realm projects in terms of size, costs, timescale and complexity.

Key Location Projects are those that will make the most impact in terms of catalysing change and delivering the Strategy's vision. Some projects may be relatively straightforward to deliver because they are in a single land ownership, there is a standard design approach, they are a small scale of intervention, or funding is already available. Delivering several smaller projects in a relatively short timescale could also provide a significant impact overall. This would help build towards a cohesive whole, by continuing the momentum created by the Cornhill project.

Longer term large-scale projects - of which there are a number will require longer design development and approval processes, necessarily involving larger groups of stakeholders and potentially more complex negotiations. The scale of investment likely to be required means that significant amounts of funding may also need to be sourced from a variety of sources. Such projects should be taken forward through design feasibility studies at the earliest opportunity, so schemes are ready for rounds of funding applications and that negotiations can be expedited.

Funding

Funding from within IBC and SCC is limited, so funding will need to be sought from a wide variety of sources, including external funding opportunities. These may include for instance:

- Planning contributions (S106 or CIL)
- Heritage and conservation funds
- Regeneration funds
- Lottery funds
- Cultural grants
- Community funds
- Crowdfunding
- Grant-making trusts
- Direct funding by local businesses or the BID

Stakeholder involvement

Involvement of local stakeholders is essential; not just in terms of those directly involved in the specific project area, but more widely. This could be achieved through the identification of a person to be public realm champion. The champion should monitor opportunities to kickstart projects, lead formal and informal stakeholder liaison, and generally help build support for bringing projects to fruition.

Depending on the project, specific stakeholders may be required as partners to deliver or lead the project. Project leads do not necessarily have to be IBC or SCC though partnership working will be required in all instances. Specific project leads and supporting partners will need to be determined on a case by case basis as projects are taken forward.

A number of stakeholders have been involved in the development of this Strategy. Their involvement should be regular and ongoing to help maintain interest and momentum. Wider community consultation should be undertaken as and when projects are taken forward to design stage to shape the projects to best meet local community interests.

APPENDIX 1

Design Approach – Street Types

The following appendix looks at design guidance for Highways matters and is based on nine street types and Special Place-making Areas (SPAs).

i) **Strategic corridor**

ii) **Connector**

iii) **High road**

iv) **Local street**

v) **Town street**

vi) **High street**

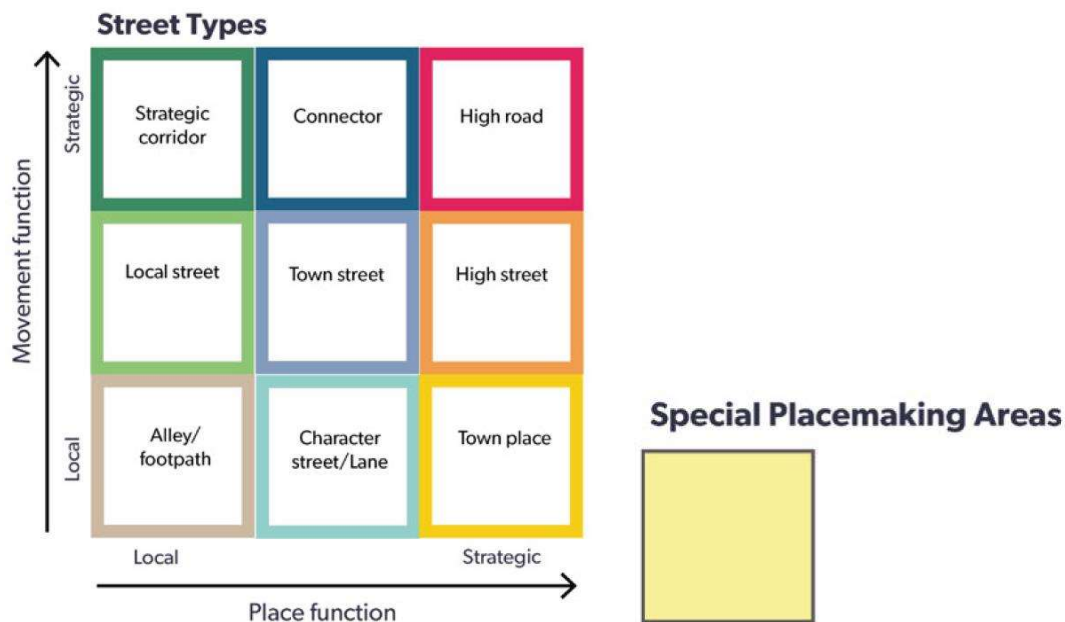
vii) **Alley/footpath**

viii) **Character street/lane**

ix) **Town place**

A 'movement' and 'place' based approach has been used to categorise the street types (see fig). This approach considers the relative importance of particular streets/roads in terms of place (i.e. land use, activity, character of street) and movement (i.e. traffic and transport) functions.

SPAs are places identified in addition to the street types, which warrant a bespoke design approach rather than application of a pre-defined set of design elements.



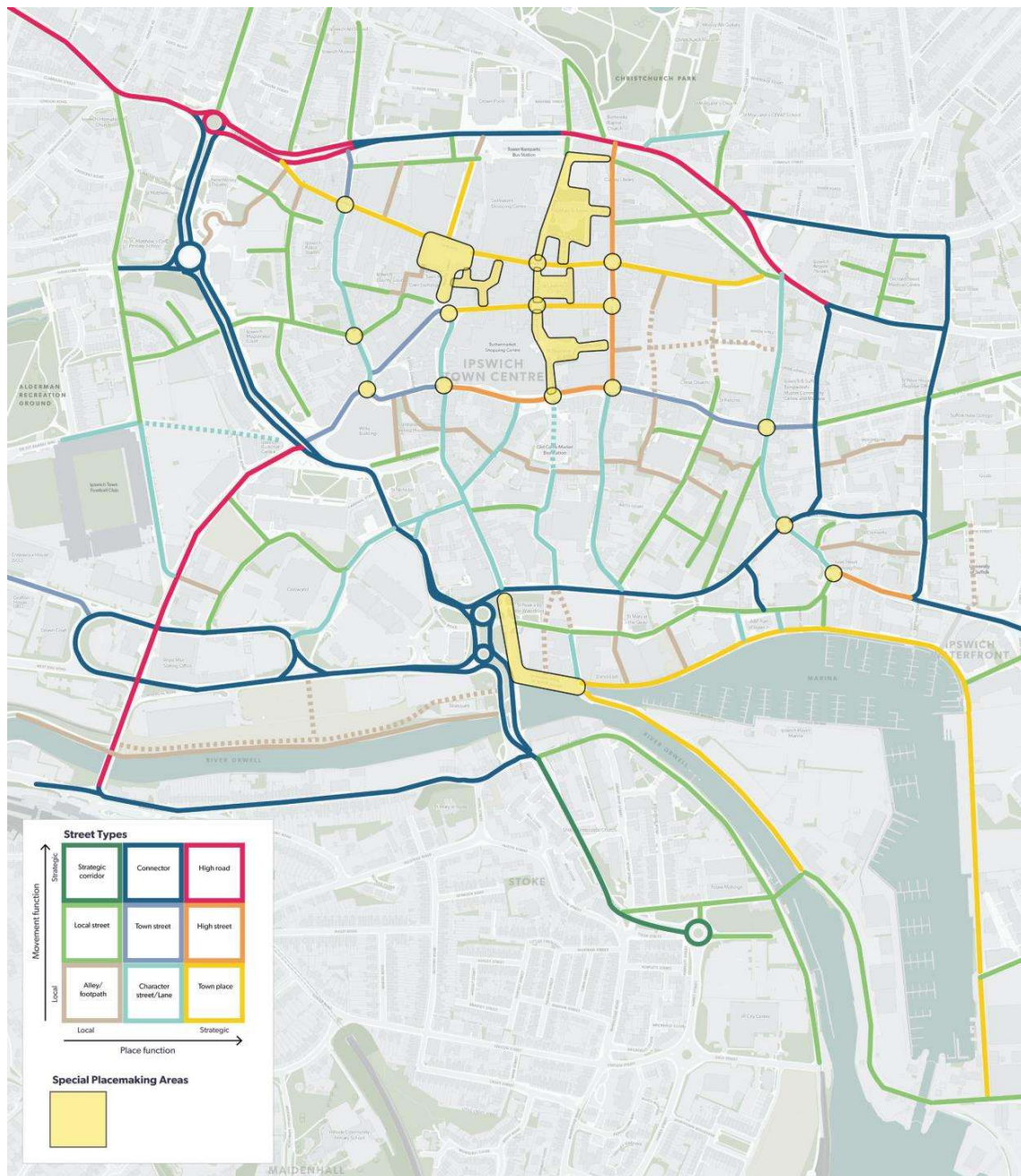


Fig. Street type guidance plan.

The emphasis on design approach for street types varies. Several of the types - **Strategic Corridor, Connector, High Road, Local Street**, - are proposed to be treated in a similar fashion to they are at present, predominantly using standard highways materials, reflecting their higher movement functions, or local place functions. The approach seeks to achieve consistency in application of particular elements in the medium to long term, rather than comprehensive change in the streetscape.

Street types such as **High Street, Alley/footpath, Character Street/ Lane**, and **Town Place** are the ones with the most emphasis on use of special (i.e. non-standard highways) materials, lighting and furniture. Many of these streets already use special items, the intent is to build on

this approach and apply this to other streets in this category, and achieve a higher degree of consistency in existing streets.

Some routes are categorised based on future aspirations for change and revitalisation in the adjoining areas. For instance, Princes Street is the focus of development and intensification of employment uses along here. Hence the street is designated as High Road to accord with potential future activity.

A number of potential **future routes** are included in the street types plan, illustrated with dashed lines. Some of these routes that already form part of planning application discussions (such as the riverside walking and cycling route between Princes St and Stoke bridges), or are included within planning policy documents such as the Local Plan (eg the links in the Cox Lane area). Other routes are dependent on work being progressed separately to this strategy, such as the link along the western side of the Wet Dock Island site and the route across the New Cut.

In addition, the roads that make up the Star Lane gyratory are proposed as various types, assuming longer term changes, however this will depend on outcomes of a review being led by Suffolk County Council. As a result, the street type classification of the gyratory roads may require revisiting at a future point in time.

Strategic Corridor

Carriageway surfacing: Carriageways should be bituminous surfacing. No areas of special surfacing (e.g. block paving) to be used on strategic corridors.

Junction/ access surfacing: Vehicle crossovers should have bituminous surface to match footway.

Footway surfacing: Footways should generally be bituminous surfacing. Exceptions may be where concrete flags already in use in specific areas, e.g. around areas of local activity (schools, shops etc.)

Kerbstones: Precast concrete kerbs between carriageway and footway. Narrow top face (typical width 150mm).

Street lighting: SCC standard highways lighting columns and lanterns to be used. Lighting columns and lanterns in galvanised steel. Positioned at back of footway to provide illumination of both footway and carriageway while keeping the footway clear for pedestrians. Height and spacing to be determined based on site specific illumination requirements. Look for opportunities to consolidate larger signs or CCTV cameras on lighting columns, making sure these have strengthened columns (with a thicker shaft) specified.

Other illumination: Retro-reflective road signs to be used where possible to avoid the need for illuminated signage. Illuminated bollards on islands to be avoided unless clear safety justification. Where such a need is identified, retro-reflective bollards should be used rather than illuminated bollards.

Street furniture: Benches typically not present within this street type, however there may be a need for seating near to specific places along this street types where more pedestrian activity occurs. Bench seating to be simple, sturdy and with armrests, similar to example illustrated. A simple standard style of bollard in stainless steel should be used, free from ornamentation, but with retro-reflective banding. Litter bins should be of a standard highways

style as per those in use already. Cycle stands should be Sheffield type stand in stainless steel.

Connector

As for Strategic Corridor, with variations below.

Junction/ access surfacing: Vehicle crossovers should be surfaced to prioritise pedestrian movement over vehicles, using block paviour in similar tone and material to the footway (see below).

Footway surfacing: Footway surfacing should be a single type of concrete flags along the length of the street (including the plateaus of lightly used vehicle crossovers). Small format concrete flag to be used, e.g. 400mm x 400mm, unless larger format flags have already been specified in which case these should be maintained. Depth of flag to be determined depending on likelihood of vehicle overrun to ensure robustness; i.e. deeper where significant vehicle overrun likely and thinner where only pedestrian traffic expected. Laying pattern should be stretcher bond. No small format border details to be used (i.e. no brick pavements along kerb or around furniture), and flags cut to fit around items. A single type of concrete block paviour to be used for raised tables, inset parking bays and for plateaus of heavily used crossovers. Small format unit size (e.g. 100mm x 200mm x 80mm or similar), in a light grey similar to the concrete flags.

Street lighting: SCC standard highways lighting columns and slim profile LED lanterns to be used, painted black.

Street furniture: Simple standard style of bollard in stainless steel should be used, free from ornamentation.

High Road

As for Connector, with variations below.

Footway surfacing: Only small format concrete flag to be used, e.g. 400mm x 400mm.

Street lighting: Lighting columns and lanterns to match those used along Princes Street (see photo below), painted black. Where not already in use these should be installed as and when existing columns or lanterns are due for upgrade.

Local Street

As for High Road, with variations below.

Street lighting: SCC standard highways lighting columns and slim profile LED lanterns to be used, painted black.

Town Street

As for High Road, with variations below.

Footway surfacing: Footway surfacing to continue across vehicle crossovers without interruption; i.e. small format concrete flags to be used on plateaus, with appropriate sub-base reinforcement for vehicle overrunning.

High Street

Carriageway surfacing: Carriageways should be bituminous surfacing.

Junction/ access surfacing: Surfacing should be the same as the footway either side to help prioritise pedestrian movement over vehicles (see below).

Footway surfacing: Streets of this type currently have natural Yorkstone flags in some areas, and artificial stone flags that have the look of Yorkstone in others. Where Yorkstone is in good condition it should be maintained in situ. Where footways require full replacement careful consideration should be given to whether to replace with Yorkstone paving or a high quality manmade product. Yorkstone when laid well has a long life span, but is harder to clean and supplies are subject to variation in terms of quality and appearance. Furthermore many supplies are shipped from quarries in Asia, though there are still some UK quarries. For this reasons a manmade Yorkstone type product which has Yorkstone aggregate in the mix is suggested as an alternative.

Footways that are presently neither material should be upgraded to a manmade Yorkstone substitute as described above. Vehicle crossovers should be raised to footway level, and surfaced in the same material, of appropriate depth and reinforcement to withstand overrunning. Inset parking bays should be raised to footway level, and surfaced in fine-picked granite setts, in a buff / yellow mix to visually match the tone of the footways.

Stretcher bond laying pattern for footway. No small format border details to be used (i.e. no brick paviours along kerb or around furniture), and flags cut to fit around items.

Kerbstones: Silver-grey granite, or similar artificial stone conservation style kerbs. Width of 300mm or 150mm, depending on street dimensions and space available, and interface with existing kerb lines.

Street lighting: Lighting columns and lanterns currently used along these types of streets are contemporary in style, in a variety of styles. Where lighting being upgraded these should be replaced with a single, consistent contemporary style. Position lighting columns at back of footway to illuminate footway and carriageway while keeping footway clear. Lighting columns and lanterns painted black. Look for opportunities to consolidate larger signs or CCTV cameras on lighting columns, making sure these have strengthened columns (with a thicker shaft) specified.

Street furniture: This street type is typically narrow and seating should generally be provided on adjacent streets and in special spaces rather than on footways, however where space allows bench seating should be installed at the back of the footway facing the street. A simple, high quality contemporary style of bench should be used, similar to example illustrated, with black powder-coated steel frame and timber seat and back. Where space allows these streets can have individual chairs, grouped in twos or threes. Use black painted cast iron type of bollard with relatively small diameter to reduce impact on footway space.

Use high quality steel litter bins, in simple contemporary style, black powder-coated. Cycle stands should be Sheffield type stand in stainless steel. Traffic sign posts and street lighting infrastructure (feeder pillars) to be painted black.

Alley/Footpath

This category features a wider variety of routes, some of them are off-road completely, some are shared with vehicles for local access only. In addition some are in historic settings. In light of this there is some variation in treatments proposed, depending on site context.

Carriageway/footway surfacing Pedestrian only or shared with vehicles:

- Each route should be paved in a consistent material, from building edge to building edge. Small modular block paving units should be used in all cases unless the alley also forms part of a designated cycle route.
- Paving units that are visually similar to precedents established in the Quays, Queen St, St Peter's St, Fore St are proposed; e.g. Pennant Grey Tegula cobbles in 80mm x 80mm format.
- Laying pattern of blocks to be stretcher bond with one unit size of blocks.
- Where historic surfacing materials are already present such as in Coytes Gardens these should be maintained in situ.
- Cycle only or shared pedestrian-cycle route:
- Where the route forms part of a designated cycle route a smooth bituminous surface should be used instead of block paving.
- In historic settings it may be appropriate to use a special asphalt surface (e.g. buff-coloured), more in keeping with the context.
- Shared spaces should be dementia, and disability friendly.

Kerbstones In historic settings: Silver-grey granite, or similar artificial stone conservation style kerbs. Width of 150mm, depending on street dimensions and space available, and how interfaces with existing kerb lines.

In contemporary settings: Precast concrete kerbs between carriageway and footway Narrow top face (typical width 150mm)

Street lighting: Replaced lighting with a single, consistent contemporary of lantern and column when street upgraded. Where possible use wall-mounted lamps to avoid cluttering the footway, otherwise position lighting columns at back of footway to illuminate footway and carriageway while keeping footway clear. Lighting columns and lanterns painted black.

Street furniture: This street type is typically narrow and seating should generally be provided on adjacent streets and in special spaces rather than on these routes, however where space allows and there is sufficient activity and overlooking to promote sense of security then bench seating can be installed at the back of the footway facing into the route.

Simple, high quality contemporary style of bench should be used, similar to example illustrated, with black powder-coated steel frame and timber seat and back. Use a black painted cast iron type bollard with relatively small diameter to reduce impact on footway space. Litter bins to be of standard Ipswich type. Cycle stands should be of Sheffield type stand in stainless steel. Traffic sign posts and street lighting infrastructure (feeder pillars) to be painted black.

Character Street/Lane

Carriageway surfacing: These streets have higher place functions and small modular block paving unit carriageway surfacing should be used here. Good precedent already established in Quays, Queen St, St Peter's St, Fore St, and continuity should be maintained; e.g. Pennant Grey Tegula cobbles. Laying pattern of blocks to match that which has been established in recent works such as the Quays, which use a transverse broken bond style with two unit sizes.

Junction/ access surfacing: Vehicle crossovers should be raised to footway level, and surfaced in the same material, of appropriate depth and reinforcement to withstand overrunning.

Footway surfacing: Existing streets that have been upgraded are predominantly natural Yorkstone flags, though some have artificial stone flags that have the look of Yorkstone. Where Yorkstone is in good condition it should be maintained in situ. Where footways require full replacement careful consideration should be given to whether to replace with Yorkstone paving or a high quality manmade product. Yorkstone when laid well has a long life span, but is harder to clean and supplies are subject to variation in terms of quality and appearance. Furthermore many supplies are shipped from quarries in Asia, though there are still some UK quarries. For this reasons a manmade Yorkstone type product which has Yorkstone aggregate in the mix is suggested as an alternative.

Footways that are presently neither material should be upgraded to a manmade Yorkstone substitute as described above. Inset parking bays should be raised to footway level, and surfaced in the same Tegula blocks as the carriageway, but in a buff colour to visually match the footways. Stretcher bond laying pattern for footway. No small format border details to be used (i.e. no brick pavements along kerb or around furniture), and flags cut to fit around items.

Kerbstones: Silver-grey granite, or similar artificial stone conservation style kerbs. Width of 300mm or 150mm, depending on street dimensions and space available, and how interfaces with existing kerb lines.

Street lighting: Lighting columns and lanterns currently used along these types of streets are a mix of traditional styles. Where streets being upgraded these should be replaced with a single consistent traditional style. Where possible use wall-mounted lamps to avoid cluttering the footway, otherwise position lighting columns at back of footway to illuminate footway and carriageway while keeping footway clear. Lighting columns and lanterns painted black. Look for opportunities to consolidate larger signs or CCTV cameras on lighting columns, making sure these have strengthened columns (with a thicker shaft) specified.

Street furniture: This street type is typically narrow and seating should generally be provided on adjacent streets and in special spaces rather than on footways, however where space allows bench seating should be installed at the back of the footway facing the street. A simple, high quality contemporary style of bench should be used, similar to example illustrated, with black powder-coated steel frame and timber seat and back.

Where space these streets can have individual chairs, grouped in twos or threes. Minimise use of bollards, but where necessary use a black painted cast iron type with relatively small diameter to reduce impact on footway space.

Use high quality steel litter bins, in simple contemporary style, black powder-coated Cycle stands should be of general Sheffield type stand in stainless steel. Traffic sign posts and street lighting infrastructure (feeder pillars) to be painted black.

Town Place

These are streets of high place function, and high pedestrian activity. There are two key examples that fall in this category:

The Carr/ Tavern/ Westgate corridor, and the Buttermarket

The Waterfront route (the various quays)

These are unique examples, with different characteristics and context. In effect, this category of streets are more akin to the SPAs in that they warrant a bespoke approach reflecting their importance. In light of this, the commentary below suggests a broad design approach for each of these two variants. Specifics should be developed as and when these places are taken forward for enhancement.

Surfacing: Carr/ Tavern/ Westgate and the Buttermarket are surfaced in a mix of brick pavements, from building frontage to building frontage, with some variation in colour and condition. In line with the approach proposed in the Project Bank, this should gradually be upgraded to complement the Cornhill improvements, without visually detracting from the importance of this space.

The Cornhill scheme as proposed features a mix of three granite types blended in different ways and using different sized small modules around the edges of the space. A bespoke surfacing approach for the remainder of the Carr/ Tavern/ Westgate route should be developed specifically to relate to this scheme. This could be done in a number of ways, e.g. picking a colour from this mix of colours, or a complementary colour, or a different colour but in a similar size unit etc. The materials used should be high quality materials preferably natural stone or a high quality man-made alternative.

The Waterfront route is generally in good condition, featuring carriageway and footway paving that is similar to many of the Character Street/ Lane types, i.e. with Yorkstone flags in the footway and block pavements in the carriageway. The design approach for surface materials should be maintained along here until the current scheme reaches the end of its lifespan. At this point a design approach which creates a single shared surface encompassing both the footways and carriageways should be considered to create a stronger identity through use a single surface material going from building to water edge. This could be a mix of materials similar to the Cornhill and/ or Carr/ Tavern/ Westgate to make a stronger visual link to the town centre.

Street lighting: A distinctive and contemporary style of lighting should be used. A simple straight lighting column with multi-directional lanterns would provide a distinctive visual feature and the opportunity to direct light to where it is most needed. Gobos could be used within selected lanterns to project patterns or images on the illuminated surface. The imagery used could be developed to relate to the place identity, e.g. elucidating heritage. An example is provided opposite.

Where possible existing lighting columns could potentially be retained, and new lanterns fitted.

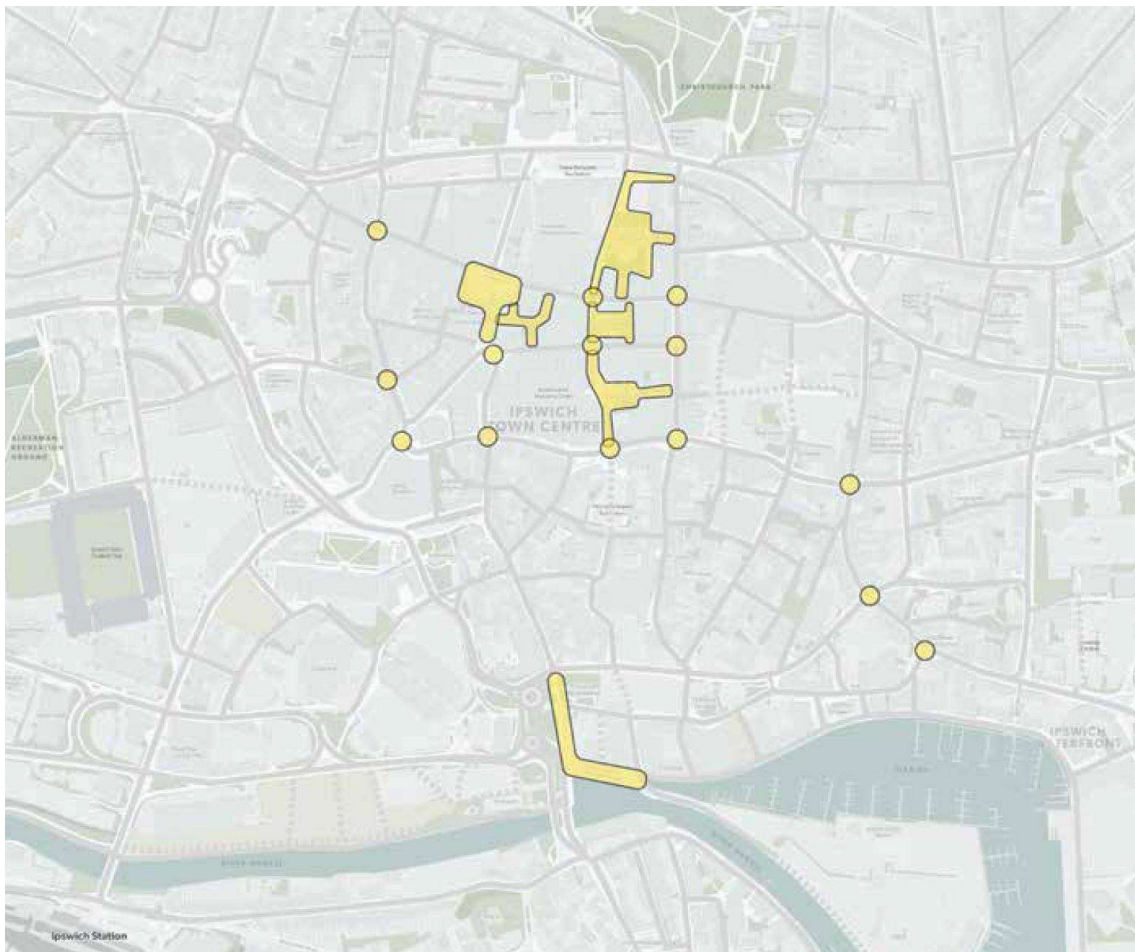
Street furniture: High quality seating in a simple and contemporary style should be used. A family of different seating elements is suggested, so that they can be placed in various combinations depending on the space available.

Other street furniture items such as bollards and bins should be simple and unobtrusive, to form part of the general streetscape backdrop.

Special Place Making Areas – SPAs

SPAs sit over and above the street types; they are important spaces within the urban fabric which warrant a bespoke design approach given the importance of the location, such as an area of high heritage or townscape value.

Guidance is given in terms of a broad approach to materials and other elements, to ensure that there is some visual continuity. However, the guidance is intended as broad parameters, rather than a tight definition of approach; it is expected that each of these areas will be subject to a specific study and design development process. The guidance should be read in conjunction with the design principles set out for the relevant projects within the Project Bank.



Carriageway/ footway surfacing: Generally the SPAs are pedestrian only or pedestrian priority places, and as such the general approach is for footway and carriageway to be treated as single level surface, though some delineation through different materials and/or flush kerbs may be required in some areas.

These areas should use high quality natural stone paving materials, preferably small module granite setts in similar dimensions (e.g. 80 to 100mm width, in varying lengths) as those proposed for the Cornhill surrounds (i.e. not the green granite in the central area).

The colour mix of granite should provide a visual connection without slavishly replicating the Cornhill mix to avoid diluting the importance of this space. E.g. similar grey granite to the Cornhill but with the introduction of a warmer element (e.g. buff/ brown/ yellow) in the mix.

Paving to be laid in simple paving pattern, with no intricate patterns or embellishments.

Where delineation of vehicular space required (e.g. on Tower Street, for access to car parking) this should be done using flush kerbs (see below).

Kerbstones: Silver-grey granite kerbs to be used, laid with 300mm top face.

Street lighting: Different street lighting elements should be used in different areas or spaces.

In narrower linear spaces such as Tower Street, Dial Lane, St Lawrence Street street lighting should be wall mounted wherever possible. If wall-mounting is not possible, street lighting columns and lanterns should be of simple slim profile contemporary design to be as unobtrusive as possible, and positioned at back of footway.

Within more open spaces such as Bridge Street Gateway, St Peter's Dock, and Arras Square feature lighting columns should be used with multi-directional lanterns that provide better illumination of the space, and form part of the overall visual identity of the square. These should be simple contemporary design.

In all cases replica heritage styles of lighting columns and lanterns should be avoided.

Spacing between lighting points to be determined on case by case basis, taking into account all forms of lighting in the area. The emphasis should be on amenity and safety and security to encourage activity.

Feature lighting: Feature lighting should supplement street lighting to add interest and amenity. Specific suggestions are provided in the project bank for the relevant projects and should be subject to further design development.

Options include: within the pavement; integrated into benches; festoon lighting in trees; catenary lighting; uplighting of churches/other features.

Street furniture: The approach should favour feature seating that complements the SPA identity.

Feature benches that wrap around trees are already in use in Arras Square, and should be replaced with high quality contemporary versions as illustrated.

Where seating can be integrated into level changes or walls it should be to avoid cluttering the space.

In all instances simple and contemporary types preferred instead of heritage types.

Litter bins can be integrated into other items where possible, and should coordinate with design scheme for that place rather than using the standard Ipswich type.

Cycle stands should be Sheffield type stand in stainless steel.

APPENDIX 2

Maintenance & Management

This Strategy is intended to promote and guide investment in streets and spaces. However if the resulting schemes are not managed and maintained effectively then the value of the investment is reduced, both in terms of direct costs (e.g. through potentially costly reinstatement works), and longer term social and economic gains (e.g. through negative impact on image and perception).

Care of street and space schemes must be considered at the same time as the design is developed. Broadly speaking, this extends to considerations of: Inspection; Maintenance; Replacement; and Cleansing.

Typical management and maintenance considerations

Typical street elements for which maintenance regimes will need to be considered include:

- Paving and surfacing materials of carriageways, footways, cycleways
- Street lighting and other illuminated items (e.g. bollards and signs)
- Surface drainage (drains and gullies)
- Standard street furniture items (e.g. bollards, bins, cycle stands, benches)
- Street trees and other planting
- Bus shelters
- Road markings and traffic signs
- Street name plates

In addition there may be specific requirements for special elements such as:

- Non-standard street furniture items
- Special feature lighting
- Special signage
- Public art
- Special equipment in the public realm such as power supplies or water for market

The following highlights typical considerations of management and maintenance for public realm schemes.

Street cleaning, sweeping and refuse collection

- Mechanical and manual sweeping of carriageways and footways, and impact of design and position of street furniture items
- Deep cleansing of footways using jetting/ vacuuming (need to consider construction and only undertake where minimal risk of removing mortar jointing and damaging surface and sub base)
- Emptying litter bins
- Removal of rubbish from streets, public spaces and areas of planting
- Removal of graffiti
- Animal fouling
- Vermin control

Surface drainage maintenance

- Inspection of drains and gullies for blockages
- Removal of leaves and litter from kerbs and drainage channels
- Cleaning gully pots
- Jetting of drainage system
- SuDS maintenance

Street lighting

- Cleaning of lanterns
- Cleaning and maintenance of lighting columns
- Inspections for faults and damage – columns, brackets, lanterns
- Electrical testing
- Lamp replacement
- Ballasts (control box) replacement

Paving and surfacing

- Inspection and recording of defects, broken slabs or uneven surfacing from movement
- Replacement or making good defects
- Hand weeding
- Herbicide / fungicide treatments
- Removal of litter, leaves, debris
- Removal of dirt and detritus

Street furniture

- Inspection of all street furniture such as benches, sign posts, bollards, litter bins, cycle stands, and railings at timely intervals and record condition and usage plus trends, vandalism and observations on suitability
- Repair and/or replace any damaged or broken items
- Inspect fixings and adjust if necessary
- Wash and clean, remove dirt and detritus

Street trees

- Watering during establishment
- Inspect and record damage or disease
- Removal or replacement of trees
- Cutting and pruning
- Crown lifting
- Bark damage
- Leaf, blossom and fruit fall
- Removal of suckers
- Pollarding
- Tree pit surface check and repair
- Check tree growth (e.g. upright and not leaning)

Other planting

- Watering during establishment
- Removal or replacement of plants
- Inspect and record damage or disease
- Cutting and pruning
- Weeding
- Mulching

- Removal of litter and debris

Current management and maintenance regimes

The majority of the streets within the Ipswich town centre and Waterfront are adopted highways, and hence their maintenance - for the most part - sits with SCC as Highways Authority. However there are some elements within the street that are managed by IBC, such as areas of soft landscaping. In addition, IBC manage various off-street spaces under their ownership, notably many of the churchyards referred to in this document, plus parks, and various car parks.

In relation to the highways environment, there are two key documents by SCC related to highways management and maintenance:

Highways Maintenance Operation Plan (HMOP), 2016; this sets out the standards that Suffolk Highways will meet for safety inspections and reactive maintenance (works that have been triggered by defects or safety concerns such as potholes).

Highway Infrastructure Asset Management Plan (HIAMP), 2016; this sets out Suffolk Highways' asset management-led approach, which seeks to ensure that available budgets are spent in the most effective and efficient way using a whole-of-life costing.

The HIAMP includes in its appendices the standard SCC regimes in relation to highways assets, in terms of inspection, maintenance, replacement and cleansing.

For some specific public realm schemes - such as the Cornhill, currently under construction - where non-standard design elements are part of the scheme special management regimes are sometimes required. SCC may also require additional funding from the scheme sponsor to fulfil these special management regimes.

Future management and maintenance

To deliver future schemes, the following considerations should be taken into account at the earliest opportunity in the design process to inform the development of an appropriate management strategy:

Understand ownership of the site in question at an early stage.

Understand current management responsibilities and maintenance regimes.

Understand all existing and likely access and activity requirements (especially related to vehicular access).

Agree the lifespan of the scheme, to undertake a whole life costing approach. This should inform the design development and subsequent management, including:

Understand availability of design elements, any requirements for transport and storage, and need for stockpiling for repairs over the life cycle of the asset.

Determine the cost of initial installation including material, plant and labour, taking account of any particular requirements relating to special or novel elements in addition to standard items and any implications arising from the point above in terms of supply and storage.

Determine a maintenance strategy looking at ongoing costs and interventions required over the asset life cycle.

Determine supplementary costs such as cleansing with an incidental revenue cost.

Estimate risk factors and major refresh costs.

Estimate the cost of disposal and consider potential to make savings or even generate revenue through reuse or recycling.

Calculate the total cost of ownership across the agreed lifespan of the scheme, and assess for the best whole life solution.

The intent of taking this approach is to determine the level of investment required to achieve the required performance; support decision-making; and minimise costs over the life cycle while maintaining the required performance. Ultimately it should help ensure a more resilient and robust scheme.

The preceding chapter presents a proposed approach to the various street types and SPAs. Many of these use standard highways design elements already in use within the Ipswich public realm. For non-standard design elements the intention has been to suggest a style and aesthetic rather than specifying an exact element. This is intended to allow some flexibility in sourcing design elements that are resilient, robust, readily available, and meet budgetary considerations. It is also intended to allow for further development of the design approach, which will, naturally, need to take more specific consideration of site constraints and opportunities. Nevertheless, there are a number of general management and maintenance considerations that pertain to non-standard surfacing materials, as highlighted in the text below.

Special surfacing materials: To ensure longevity of any public realm scheme the procurement of materials needs to take a long term view. Continuity of supply of both man-made (e.g. supplier commitment to ongoing production) and natural products (e.g. life span of quarry producing material) is critical to ensure reinstatement in like-for-like materials, to the standard and specification of the original works.

Unfortunately much natural stone comes from places or via supply chains which are unethical in terms of human or environmental considerations. Some companies now measure ethical risk associated with particular supplies to help navigate ethical challenges related to, for example, slavery, use of child labour, corruption, health and safety, environmental impacts, social well-being and governance. By only purchasing ethically sourced stone this helps meet requirements of international law, the UN Global Compact principles, the Ethical Trading Initiative base code, and compliance with the Modern Slavery Act 2015. The supply chain for materials should be considered before specification.

Where special materials are used (e.g. bespoke size, finish or of a limited supply) a stockpile of materials should be purchased at the same time as construction work stored indefinitely for use in repairs. Storage space at a suitable depot will be needed, which may have revenue implications in terms of acquiring or renting space (especially if materials need to be weathered at the same rate and therefore laid flat), as well as transport costs to and from site.

Unit sizes have implications for maintenance requirements. Larger or deeper unit sizes of paving slabs require two workers to lift them, and kerbstones may require a machine lift; this increases construction costs. The approach in this document has been to propose small unit sizes where possible to avoid this occurring.

Well laid natural materials such as granite or Yorkstone should have a longer lifespan than many man-made materials. However they do require special consideration in terms of cleaning, such as for removal of chewing gum or oil staining. The impact of cleaning methods must be considered when selecting materials, and establishing a cleansing regime.

Many materials and laying methods need time for the joints to seal and for the pavements to become more impervious. Vacuum suction or high pressure hoses should not be used on some materials at all, or for at least an initial period; in these instances operations should be restricted to manual sweeping and cleaning. Quality of the stone sourced is also a key consideration; for instance the top layers of poor quality stones may shear under high pressure. Care should be taken with use of salt-grit for de-icing, as some porous stone can be damaged by its use.

Reinstatement: To ensure that reinstatement for any major public realm projects is carried out as closely as possible to the original specification a maintenance manual should be prepared by the original designer before works are completed. This should incorporate:

- 'As built' scheme drawings
- Procedures for maintenance works
- Specification of exact materials used
- Supplier details and contact information
- Procedures for reinstatement including by utility companies

Public realm champion: To help ensure an attractive, high quality and clean environment a senior officer in the IBC planning team could be appointed to be public realm manager or champion, to:

- Ensure funding for maintenance operations is secured at the earliest stage possible
- Ensure that ongoing management and maintenance takes place in a proper manner.
- Monitor cleansing operations, and review the appropriateness of street related procedures, including monitoring reinstatement by statutory authorities.
- Coordinate IBC/SCC departments.
- Monitor and co-ordinate management and maintenance with other agencies.
- Work with businesses and the general public on particular issues.



IPSWICH
BOROUGH COUNCIL

Planning and Development
Ipswich Borough Council
Grafton House, 15-17 Russell Road, Ipswich IP1 2DE

www.ipswich.gov.uk
planningpolicy@ipswich.gov.uk