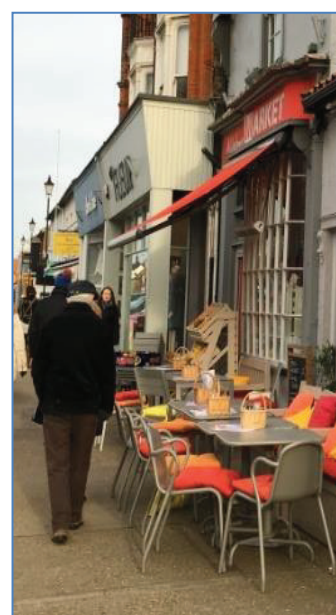




Ipswich Borough & Suffolk Coastal District Retail and Commercial Leisure Town Centre Study

October 2017

Volume 3 of 3 – Appendices L-V



WYG, 90 Victoria Street, Bristol, BS1 6DP
Tel: +44 (0)117 9254393
Email: bristol.planning@wyg.com www.wyg.com



Appendices

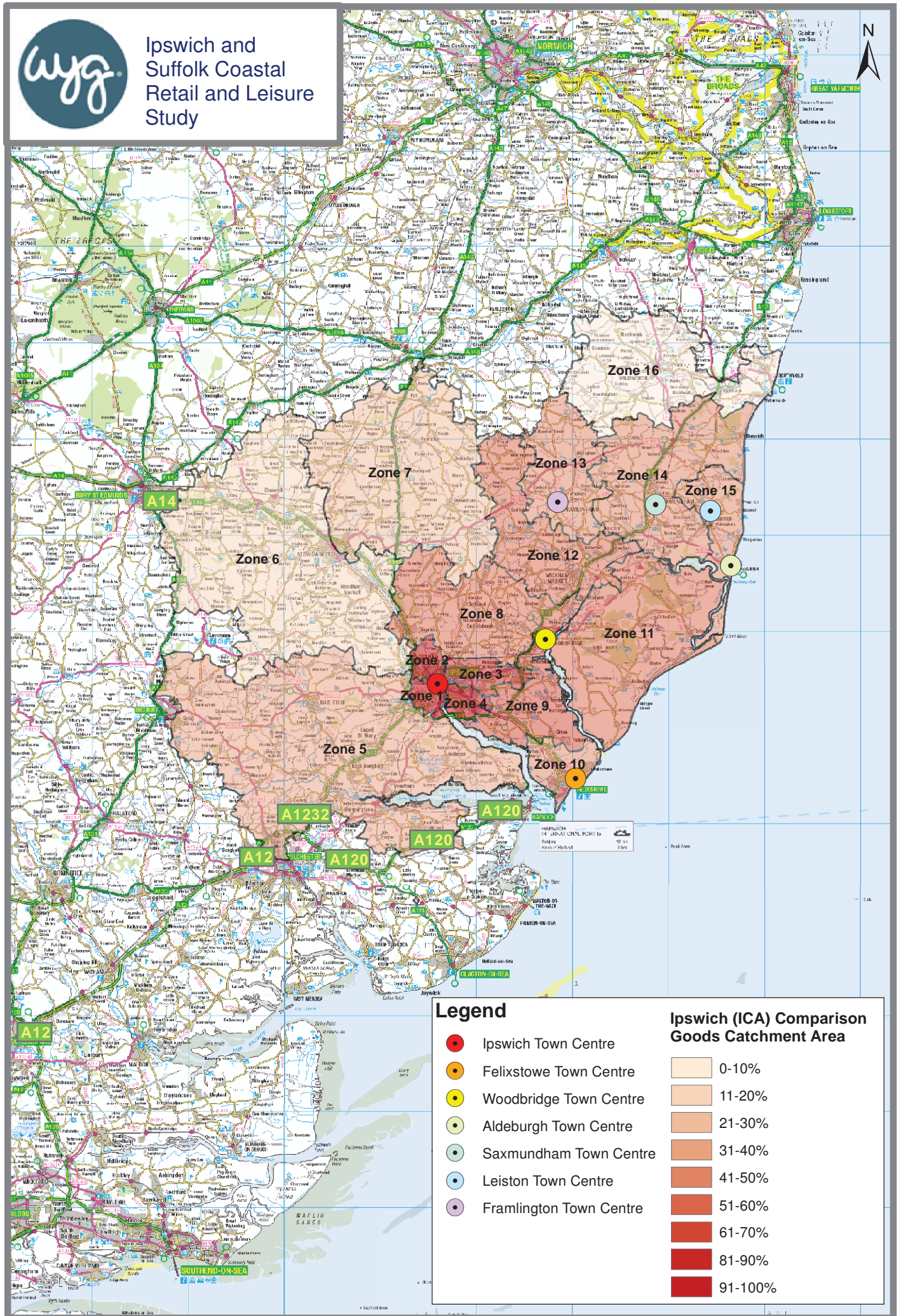
Appendix A:	NEMS Household Telephone Survey Results
Appendix B:	Hotel Managers Questionnaire
Appendix C:	Summary of Key Feedback from Stakeholder Workshop
Appendix D:	Summary of Stakeholder Telephone Discussions
Appendix E:	Experian Mosaic Summary
Appendix F:	Plan Showing location of District & Local Centres in Ipswich Borough
Appendix G:	Health Check assessment of District Centres in Ipswich Borough
Appendix H:	Household Telephone Survey Zone Plan
Appendix I:	Statistical Retail Tables – Population and Expenditure
Appendix J:	Statistical Retail Tables – Convenience Goods Capacity
Appendix K:	Statistical Retail Tables – Comparison Goods Capacity
Appendix L:	Comparison Goods Catchment Areas – Ipswich ICA, Woodbridge and Felixstowe
Appendix M:	Experian Goad Land Use Plan – Ipswich Town Centre
Appendix N:	Ipswich Town Centre Pedestrian Footfall Count Survey – August 2013
Appendix O:	Ipswich Bus Network Map
Appendix P:	Experian Goad Lane Use Plans – Suffolk Coastal District Town Centres
Appendix Q:	Statistical Tables – Restaurant and Café/Coffee Shop Capacity
Appendix R:	Plan Showing Location of Hotel Provision in Ipswich & Suffolk Coastal Areas
Appendix S:	List of Hotels in Ipswich & Suffolk Coastal Areas
Appendix T:	Plan Showing Location of Potential Development Sites in Ipswich Borough
Appendix U:	Assessment of Potential Development Sites in Ipswich Borough
Appendix V:	Ipswich Town Centre - Shopping Frontage and Boundaries Plans
Appendix W:	Suffolk Coastal District - Shopping Frontages and Boundaries Plans

Appendix L

Comparison Goods Catchment Areas – Ipswich ICA, Woodbridge and Felixstowe



Ipswich and Suffolk Coastal Retail and Leisure Study



Legend

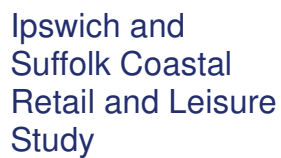
- Ipswich Town Centre
- Felixstowe Town Centre
- Woodbridge Town Centre
- Aldeburgh Town Centre
- Saxmundham Town Centre
- Leiston Town Centre
- Framlington Town Centre

Ipswich (ICA) Comparison Goods Catchment Area

- 0-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-70%
- 81-90%
- 91-100%

0 2 4 8 12 16 Miles

Copyright Experian Ltd,
Ordnance Survey © Crown copyright 2015



Copyright Experian Ltd,
Ordnance Survey © Crown copyright 2015



Ipswich and Suffolk Coastal Retail and Leisure Study



Appendix M

Experian Goad Land Use Plan – Ipswich Town Centre

Appendix N

Ipswich Town Centre Pedestrian Footfall Count Survey – August 2013



NEMS market research
22-23 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

Ipswich Pedestrian Counts for Ipswich Borough Council

August 2013

Job Refs: 020813 & 030813

This market research and the design of material used to obtain this survey information have been originated by and belong to NEMS market research, and may not be used or reproduced in whole or part without the company's written consent, or that of the Client.

Table of Contents

Introduction:

Research Background & Objectives	3
Research Methodology	3
Output	4

Appendices:

Pedestrian Counts – Ipswich (Daytime)	
Chart – Ipswich (Daytime)	
Pedestrian Counts – Ipswich (Evening)	
Chart - Ipswich (Evening)	
Maps	

Introduction

1.1 Research Background & Objectives

Ipswich Borough Council needed to understand the footfall across various areas of Ipswich.

The two areas were the main town centre during the day and the waterfront area immediately to the south capturing footfall in respect of the night-time economy.

1.2 Research Methodology

To determine pedestrian activity structured pedestrian counts were conducted. These survey counts provided are robust and reliable measures of pedestrian activity to enable the comparison of locations.

Within each of the two areas of Ipswich, key locations points were identified. Dedicated enumerators counted the number of pedestrians (aged 8+, excluding vagrants, post-people, traffic wardens, police and delivery men / women) passing left to right and right to left at each selected location. Each point was counted for 5 minutes before moving into the next one, so across the day / evening each point was counted a number of times.

The main town centre had 38 count locations and here three enumerators were deployed, each with a circuit of 12/13 points, i.e. one enumerator counted at points 1-12, another enumerator counted at points 13-26 and the third enumerator counted at points 27-38. There is no significance to the routes.

Counting took place between 10.00 and 17.00 on a Saturday 3rd and Wednesday 7th August 2013.

The waterfront area had six count locations and here two enumerators were deployed working together for personal safety reasons. Here points 1-6 were counted on a continual loop basis during the course of the evening.

Counting took place between 19.00 and 00.00 on Friday 2nd and Saturday 3rd August 2013.

1.3 Output

This report contains the raw count data observed at each location for each time period.

In addition this is aggregated on a daily and total basis and the footfall is indexed against the busiest location point, i.e. the busiest location / count point each day has been given a nominal score of 100 and each of the remaining points indexed against this, e.g.

13 Cornhill, 299 people (busiest count point) = index of **100**

65 Westgate, 53 people, $53 \div 299 = 0.177$, therefore an index against the above location of **18**

This has then been charted.

There are also maps showing the 'temperature' of each count point; the 'hotter' the 'temperature' the greater the footfall.

The fieldwork was conducted by our highly experienced and professional market research interviewers working to the Code of Practice and quality assurance of The Market Research Society, to which we subscribe.

Appendix 1:

Pedestrian Counts – Ipswich (Daytime)

NEMS Market Research
IPSWICH PEDESTRIAN COUNTS
SATURDAY 3RD AUGUST 2013 - ROUTE 1

Time	Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	20 63 Westgate St. (Between Lady Lane & Black Horse Walk)	31	22	53	18
10.07 - 10.12	21 33 Westgate St. (Museum St. end)	48	27	75	25
10.14 - 10.19	19 5 Westgate St. (Cornhill end)	55	42	97	32
10.20 - 10.25	22 13 Cornhill (Facing the Town Hall)	24	28	52	17
10.30 - 10.35	25 Tower Ramparts Shopping Centre (Top of escalator with Newsagent to the left)	50	35	85	28
10.40 - 10.45	24 9 Tavern St. (Opposite the Thoroughfare turning)	64	51	115	38
10.46 - 10.51	26 20 Tavern St. (Before the Thoroughfare turning)	67	92	159	53
10.53 - 10.58	27 Tower St. (Tavern St. end)	14	20	34	11
11.00 - 11.05	28 46 Tavern St. (By Saint Lawrence St. turning)	69	68	137	46
11.07 - 11.12	29 Upper Brook St. (Outside Great White Horse Hotel)	12	9	21	7
11.13 - 11.18	30 6 Upper Brook St. (Opp. Great White Horse Hotel)	25	23	48	16
11.20 - 11.25	31 17 Carr St. (Outside Post Office)	73	64	137	46
11.28 - 11.32	32 63 Carr St. (Eastern end)	12	20	32	11
11.35 - 11.40	31 17 Carr St. (Outside Post Office)	59	33	92	31
11.42 - 11.47	30 6 Upper Brook St. (Opp. Great White Horse Hotel)	36	24	60	20
11.48 - 11.53	29 Upper Brook St. (Outside Great White Horse Hotel)	14	16	30	10
11.55 - 12.00	28 46 Tavern St. (By Saint Lawrence St. turning)	95	45	140	47
BREAK 12.00 - 12.15					
12.17 - 12.22	27 Tower St. (Tavern St. end)	16	18	34	11
12.24 - 12.29	26 20 Tavern St. (Before the Thoroughfare turning)	99	87	186	62
12.30 - 12.35	24 9 Tavern St. (Opposite the Thoroughfare turning)	75	78	153	51
12.40 - 12.45	25 Tower Ramparts Shopping Centre (Top of escalator with Newsagent to the left)	28	42	70	23
12.50 - 12.55	22 13 Cornhill (Facing the Town Hall)	147	131	278	93
12.56 - 13.01	19 5 Westgate St. (Cornhill end)	82	96	178	60
13.03 - 13.08	21 33 Westgate St. (Museum St. end)	80	51	131	44
13.10 - 13.15	20 63 Westgate St. (Between Lady Lane & Black Horse Walk)	63	57	120	40
13.17 - 13.22	21 33 Westgate St. (Museum St. end)	63	92	155	52
13.24 - 13.29	19 5 Westgate St. (Cornhill end)	188	96	284	95
LUNCH 13.29 - 14.39					

Time	Location	Count Left to Right	Count Right to Left	Total	Index
14.30 - 14.35	22 13 Cornhill (Facing the Town Hall)	143	156	299	100
14.40 - 14.45	25 Tower Ramparts Shopping Centre (Top of escalator with Newsagent to the left)	38	28	66	22
14.50 - 14.55	24 9 Tavern St. (Opposite the Thoroughfare turning)	118	136	254	85
14.56 - 15.01	26 20 Tavern St. (Before the Thoroughfare turning)	100	113	213	71
15.03 - 15.08	27 Tower St. (Tavern St. end)	45	14	59	20
15.10 - 15.15	28 46 Tavern St. (By Saint Lawrence St. turning)	129	116	245	82
15.17 - 15.22	29 Upper Brook St. (Outside Great White Horse Hotel)	15	14	29	10
15.23 - 15.28	30 6 Upper Brook St. (Opp. Great White Horse Hotel)	23	20	43	14
15.30 - 15.35	31 17 Carr St. (Outside Post Office)	55	70	125	42
15.38 - 15.42	32 63 Carr St. (Eastern end)	14	27	41	14
15.45 - 15.50	31 17 Carr St. (Outside Post Office)	60	57	117	39
15.52 - 15.57	30 6 Upper Brook St. (Opp. Great White Horse Hotel)	32	22	54	18
15.58 - 16.03	29 Upper Brook St. (Outside Great White Horse Hotel)	10	25	35	12
16.05 - 16.10	28 46 Tavern St. (By Saint Lawrence St. turning)	78	51	129	43
16.12 - 16.17	27 Tower St. (Tavern St. end)	15	24	39	13
16.19 - 16.24	26 20 Tavern St. (Before the Thoroughfare turning)	84	79	163	55
16.25 - 16.30	24 9 Tavern St. (Opposite the Thoroughfare turning)	89	84	173	58
16.35 - 16.40	25 Tower Ramparts Shopping Centre (Top of escalator with Newsagent to the left)	12	51	63	21
16.45 - 16.50	22 13 Cornhill (Facing the Town Hall)	123	87	210	70
16.51 - 16.56	19 5 Westgate St. (Cornhill end)	74	64	138	46
16.58 - 17.03	21 33 Westgate St. (Museum St. end)	21	51	72	24
	Total	2867	2656	5523	

NEMS Market Research
IPSWICH PEDESTRIAN COUNTS
SATURDAY 3RD AUGUST 2013 - ROUTE 2

Time	Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	34 Saint Peter's St. (Southern end, towards Star Lane)	0	5	5	7
10.10 - 10.15	9 3-5 Saint Nicholas St. (Northern end, towards Falcon Street)	0	4	4	6
10.18 - 10.23	33 30 Silent St. (Northern end, towards Old Cattle Market)	11	2	13	18
10.25 - 10.30	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	8	20	28	39
10.32 - 10.37	35 4 Lower Brook St. (Northern end / Dogs Head St. end)	5	8	13	18
10.38 - 10.43	5 5 Tacket St. (Western end, towards Upper Brook St.)	8	14	22	31
10.48 - 10.53	2 64 Upper Orwell St. (Southern end, towards Orwell Place)	7	8	15	21
10.55 - 11.00	1 39 Upper Orwell St. (Diagonally opposite Upper Barclay St.)	12	5	17	24
11.03 - 11.08	36 2 Eagle St. (Western end, near Upper Orwell St. turning)	5	20	25	35
11.09 - 11.14	4 9 Lower Orwell St. (Northern end, towards Orwell Place)	3	6	9	13
1.15 - 11.20	3 2 Lower Orwell St. (Northern end, towards Orwell Place)	2	1	3	4
11.23 - 11.28	37 53 Fore St. (Northern end, near Star Lane turning)	9	3	12	17
11.33 - 11.38	38 Grimwade St. (Southern end, opposite Salvation Army Hostel)	6	8	14	20
11.43 - 11.48	37 53 Fore St. (Northern end, near Star Lane turning)	16	10	26	37
11.51 - 11.56	3 2 Lower Orwell St. (Northern end, towards Orwell Place)	2	0	2	3
11.57 - 12.02	4 9 Lower Orwell St. (Northern end, towards Orwell Place)	0	2	2	3
LUNCH 12.02 - 13.02					
13.03 - 13.08	36 2 Eagle St. (Western end, near Upper Orwell St. turning)	7	9	16	23
13.11 - 13.16	1 39 Upper Orwell St. (Diagonally opposite Upper Barclay St.)	17	11	28	39
13.18 - 13.23	2 64 Upper Orwell St. (Southern end, towards Orwell Place)	5	12	17	24
13.28 - 13.33	5 5 Tacket St. (Western end, towards Upper Brook St.)	12	19	31	44
13.34 - 13.39	35 4 Lower Brook St. (Northern end / Dogs	7	7	14	20
13.41 - 13.46	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	15	26	41	58
13.48 - 13.53	33 30 Silent St. (Northern end, towards Old Cattle Market)	10	0	10	14
13.56 - 14.01	9 3-5 Saint Nicholas St. (Northern end, towards Falcon Street)	29	16	45	63
14.06 - 14.11	34 Saint Peter's St. (Southern end, towards Star Lane)	7	8	15	21
14.16 - 14.21	9 3-5 Saint Nicholas St. (Northern end, towards Falcon Street)	33	31	64	90
14.24 - 14.29	33 30 Silent St. (Northern end, towards Old Cattle Market)	21	17	38	54
14.31 - 14.36	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	44	27	71	100
14.38 - 14.43	35 4 Lower Brook St. (Northern end / Dogs Head St. end)	8	6	14	20
14.44 - 14.49	5 5 Tacket St. (Western end, towards Upper Brook St.)	10	23	33	46
14.54 - 14.59	2 64 Upper Orwell St. (Southern end, towards Orwell Place)	8	10	18	25
BREAK 14.59 - 15.14					

Time	Location	Count Left to Right	Count Right to Left	Total	Index
15.16 - 15.21	1 39 Upper Orwell St. (Diagonally opposite Upper Barclay St.)	24	4	28	39
15.26 - 15.31	36 2 Eagle St. (Western end, near Upper Orwell St. turning)	2	0	2	3
15.32 - 15.37	4 9 Lower Orwell St. (Northern end, towards Orwell Place)	0	3	3	4
15.38 - 15.43	3 2 Lower Orwell St. (Northern end, towards Orwell Place)	5	4	9	13
15.46 - 15.51	37 53 Fore St. (Northern end, near Star Lane turning)	7	12	19	27
15.56 - 16.01	38 Grimwade St. (Southern end, opposite Salvation Army Hostel)	10	14	24	34
16.06 - 16.11	37 53 Fore St. (Northern end, near Star Lane turning)	17	8	25	35
16.14 - 16.19	3 2 Lower Orwell St. (Northern end, towards Orwell Place)	7	5	12	17
16.20 - 16.25	4 9 Lower Orwell St. (Northern end, towards Orwell Place)	4	11	15	21
16.26 - 16.31	36 2 Eagle St. (Western end, near Upper Orwell St. turning)	12	14	26	37
16.34 - 16.39	1 39 Upper Orwell St. (Diagonally opposite Upper Barclay St.)	11	4	15	21
16.41 - 16.46	2 64 Upper Orwell St. (Southern end, towards Orwell Place)	21	6	27	38
16.51 - 16.56	5 5 Tacket St. (Western end, towards Upper Brook St.)	27	26	53	75
16.57 - 17.02	35 4 Lower Brook St. (Northern end / Dogs Head St. end)	26	8	34	48
	Total	500	457	957	

NEMS Market Research
IPSWICH PEDESTRIAN COUNTS
SATURDAY 3RD AUGUST 2013 - ROUTE 3

Time	Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	18 Cornhill (Southern entrance, opposite Throughfare turning)	18	23	41	33
10.07 - 10.12	17 10 Queen St. (Opposite Bank)	14	6	20	16
10.13 - 10.18	16 13 Queen St. (Outside bank)	8	3	11	9
10.21 - 10.26	15 7 Butter Market (Next to Thoroughfare turning)	23	19	42	34
10.28 - 10.33	14 Butter Market entrance (Outside Model Zone)	22	28	50	41
10.36 - 10.41	10 Butter Market Shopping Centre (Outside The Grape Tree)	11	28	39	32
10.44 - 10.49	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	14	17	31	25
10.54 - 10.59	7 26 Upper Brook St. (Halfway between Butter Market & Dogs Head St.)	34	39	73	59
11.00 - 11.05	6 21 Upper Brook St. (Outside the Billiard Hall)	39	35	74	60
11.06 - 11.11	12 44 Butter Market (Eastern end)	21	34	55	45
11.13 - 11.18	11 1 Saint Stephen's Lane (Between Butter Market & Arras Square)	19	32	51	41
11.19 - 11.24	13 Dial Lane (Opposite Saint Lawrence's Church)	58	65	123	100
11.29 - 11.34	23 10 Thoroughfare (Between Tavern St. & Butter Market)	32	31	63	51
11.39 - 11.44	13 Dial Lane (Opposite Saint Lawrence's Church)	46	59	105	85
11.45 - 11.50	11 1 Saint Stephen's Lane (Between Butter Market & Arras Square)	54	63	117	95
11.52 - 11.57	12 44 Butter Market (Eastern end)	59	60	119	97
11.58 - 12.03	6 21 Upper Brook St. (Outside the Billiard Hall)	44	27	71	58
12.05 - 12.10	7 26 Upper Brook St. (Halfway between Butter Market & Dogs Head St.)	64	50	114	93
12.15 - 12.20	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	37	20	57	46
12.21 - 12.26	10 Butter Market Shopping Centre (Outside The Grape Tree)	27	39	66	54
12.27 - 12.32	14 Butter Market entrance (Outside Model Zone)	56	44	100	81
12.34 - 12.39	15 7 Butter Market (Next to Thoroughfare turning)	38	31	69	56
12.42 - 14.47	16 13 Queen St. (Outside bank)	8	5	13	11

LUNCH 12.45 - 13.45

Time	Location	Count Left to Right	Count Right to Left	Total	Index
13.46 - 13.51	17 10 Queen St. (Opposite Bank)	19	12	31	25
13.53 - 13.58	18 Cornhill (Southern entrance, opposite Throughfare turning)	48	21	69	56
14.00 - 14.05	17 10 Queen St. (Opposite Bank)	46	39	85	69
14.06 - 14.11	16 13 Queen St. (Outside bank)	33	29	62	50
14.14 - 14.19	15 7 Butter Market (Next to Thoroughfare turning)	47	29	76	62
14.21 - 14.26	14 Butter Market entrance (Outside Model Zone)	46	46	92	75
14.29 - 14.34	10 Butter Market Shopping Centre (Outside The Grape Tree)	36	29	65	53
14.37 - 14.42	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	27	23	50	41
14.47 - 14.52	7 26 Upper Brook St. (Halfway between Butter Market & Dogs Head St.)	46	48	94	76
14.53 - 14.58	6 21 Upper Brook St. (Outside the Billiard Hall)	35	37	72	59
14.59 - 15.04	12 44 Butter Market (Eastern end)	59	36	95	77
15.06 - 15.11	11 1 Saint Stephen's Lane (Between Butter Market & Arras Square)	24	18	42	34
15.12 - 15.17	13 Dial Lane (Opposite Saint Lawrence's Church)	53	47	100	81
15.22 - 15.27	23 10 Thoroughfare (Between Tavern St. & Butter Market)	24	31	55	45
15.32 - 15.37	13 Dial Lane (Opposite Saint Lawrence's Church)	47	56	103	84
15.38 - 15.43	11 1 Saint Stephen's Lane (Between Butter Market & Arras Square)	51	46	97	79
BREAK 15.43 - 15.58					
16.00 - 16.05	12 Butter Market Shopping Centre (Outside The Grape Tree)	35	16	51	41
16.06 - 16.11	6 21 Upper Brook St. (Outside the Billiard Hall)	33	47	80	65
16.13 - 16.18	7 26 Upper Brook St. (Halfway between Butter Market & Dogs Head St.)	66	42	108	88
16.23 - 16.28	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	11	33	44	36
16.29 - 16.34	10 Butter Market Shopping Centre (Outside The Grape Tree)	18	43	61	50
16.37 - 16.42	14 Butter Market entrance (Outside Model Zone)	22	24	46	37
16.44 - 16.49	15 7 Butter Market (Next to Thoroughfare turning)	36	21	57	46
16.52 - 16.57	16 13 Queen St. (Outside bank)	8	7	15	12
16.28 - 17.03	17 10 Queen St. (Opposite Bank)	19	12	31	25
Total		1635	1550	3185	

NEMS Market Research
IPSWICH PEDESTRIAN COUNTS
SATURDAY 3RD AUGUST 2013

Location	Total Left to Right	Total Right to Left	Total Counts	Total Index
1 39 Upper Orwell St. (Diagonally opposite Upper Barclay St.)	64	24	88	10
2 64 Upper Orwell St. (Southern end, towards Orwell Place)	41	36	77	9
3 2 Lower Orwell St. (Northern end, towards Orwell Place)	16	10	26	3
4 9 Lower Orwell St. (Northern end, towards Orwell Place)	7	22	29	3
5 5 Tacket St. (Western end, towards Upper Brook St.)	57	82	139	17
6 21 Upper Brook St. (Outside the Billiard Hall)	151	146	297	35
7 26 Upper Brook St. (Halfway between Butter Market & Dogs Head St.)	210	179	389	46
8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	156	166	322	38
9 3-5 Saint Nicholas St. (Northern end, towards Falcon Street)	62	51	113	13
10 Butter Market Shopping Centre (Outside The Grape Tree)	92	139	231	28
11 1 Saint Stephen's Lane (Between Butter Market & Arras Square)	148	159	307	37
12 44 Butter Market (Eastern end)	174	146	320	38
13 Dial Lane (Opposite Saint Lawrence's Church)	204	227	431	51
14 Butter Market entrance (Outside Model Zone)	146	142	288	34
15 7 Butter Market (Next to Thoroughfare turning)	144	100	244	29
16 13 Queen St. (Outside bank)	57	44	101	12
17 10 Queen St. (Opposite Bank)	98	69	167	20
18 Cornhill (Southern entrance, opposite Throughfare turning)	66	44	110	13
19 5 Westgate St. (Cornhill end)	399	298	697	83
20 63 Westgate St. (Between Lady Lane & Black Horse Walk)	94	79	173	21
21 33 Westgate St. (Museum St. end)	212	221	433	52
22 13 Cornhill (Facing the Town Hall)	437	402	839	100
23 10 Thoroughfare (Between Tavern St. & Butter Market)	56	62	118	14
24 9 Tavern St. (Opposite the Thoroughfare turning)	346	349	695	83
25 Tower Ramparts Shopping Centre (Top of escalator with Newsagent to the left)	128	156	284	34
26 20 Tavern St. (Before the Thoroughfare turning)	350	371	721	86
27 Tower St. (Tavern St. end)	90	76	166	20
28 46 Tavern St. (By Saint Lawrence St. turning)	371	280	651	78
29 Upper Brook St. (Outside Great White Horse Hotel)	51	64	115	14
30 6 Upper Brook St. (Opp. Great White Horse Hotel)	116	89	205	24
31 17 Carr St. (Outside Post Office)	247	224	471	56
32 63 Carr St. (Eastern end)	26	47	73	9
33 30 Silent St. (Northern end, towards Old Cattle Market)	42	19	61	7
34 Saint Peter's St. (Southern end, towards Star Lane)	7	13	20	2
35 4 Lower Brook St. (Northern end / Dogs Head St. end)	46	29	75	9
36 2 Eagle St. (Western end, near Upper Orwell St. turning)	26	43	69	8
37 53 Fore St. (Northern end, near Star Lane turning)	49	33	82	10
38 Grimwade St. (Southern end, opposite Salvation Army Hostel)	16	22	38	5
TOTAL	5002	4663	9665	

NEMS Market Research
 IPSWICH PEDESTRIAN COUNTS
 WEDNESDAY 7TH AUGUST 2013 - ROUTE 1

Time	Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	20 63 Westgate St. (Between Lady Lane & Black Horse Walk)	7	10	17	6
10.07 - 10.12	21 33 Westgate St. (Museum St. end)	21	20	41	15
10.14 - 10.19	19 5 Westgate St. (Cornhill end)	34	37	71	27
10.20 - 10.25	22 13 Cornhill (Facing the Town Hall)	69	67	136	51
10.30 - 10.35	25 Tower Ramparts Shopping Centre (Top of escalator with Newsagent to the left)	27	31	58	22
10.40 - 10.45	24 9 Tavern St. (Opposite the Thoroughfare turning)	52	78	130	49
10.46 - 10.51	26 20 Tavern St. (Before the Thoroughfare turning)	90	92	182	68
10.53 - 10.58	27 Tower St. (Tavern St. end)	19	17	36	14
11.00 - 11.05	28 46 Tavern St. (By Saint Lawrence St. turning)	47	44	91	34
11.07 - 11.12	29 Upper Brook St. (Outside Great White Horse Hotel)	17	13	30	11
11.13 - 11.18	30 6 Upper Brook St. (Opp. Great White Horse Hotel)	11	21	32	12
11.20 - 11.25	31 17 Carr St. (Outside Post Office)	62	33	95	36
11.28 - 11.32	32 63 Carr St. (Eastern end)	29	17	46	17
11.35 - 11.40	31 17 Carr St. (Outside Post Office)	69	49	118	44
11.42 - 11.47	30 6 Upper Brook St. (Opp. Great White Horse Hotel)	17	14	31	12
11.48 - 11.53	29 Upper Brook St. (Outside Great White Horse Hotel)	11	14	25	9
11.55 - 12.00	28 46 Tavern St. (By Saint Lawrence St. turning)	92	63	155	58
LUNCH 12.00 - 13.00					

Time	Location	Count Left to Right	Count Right to Left	Total	Index
13.00 - 13.05	27 Tower St. (Tavern St. end)	38	21	59	22
13.07 - 13.12	26 20 Tavern St. (Before the Thoroughfare turning)	123	103	226	85
13.13 - 13.18	24 9 Tavern St. (Opposite the Thoroughfare turning)	91	77	168	63
13.23 - 13.28	25 Tower Ramparts Shopping Centre (Top of escalator with Newsagent to the left)	20	31	51	19
13.33 - 13.38	22 13 Cornhill (Facing the Town Hall)	127	139	266	100
13.39 - 13.44	19 5 Westgate St. (Cornhill end)	108	104	212	80
13.46 - 13.51	21 33 Westgate St. (Museum St. end)	62	44	106	40
13.53 - 13.58	20 63 Westgate St. (Between Lady Lane & Black Horse Walk)	22	30	52	20
14.00 - 14.05	21 33 Westgate St. (Museum St. end)	35	67	102	38
14.07 - 14.12	19 5 Westgate St. (Cornhill end)	90	99	189	71
14.13 - 14.18	22 13 Cornhill (Facing the Town Hall)	87	73	160	60
14.23 - 14.28	25 Tower Ramparts Shopping Centre (Top of escalator with Newsagent to the left)	35	54	89	33
14.33 - 14.38	24 9 Tavern St. (Opposite the Thoroughfare turning)	50	49	99	37
14.39 - 14.44	26 20 Tavern St. (Before the Thoroughfare turning)	43	61	104	39
14.46 - 14.51	27 Tower St. (Tavern St. end)	14	22	36	14
14.53 - 14.58	28 46 Tavern St. (By Saint Lawrence St. turning)	64	96	160	60

BREAK 14.58 - 15.13

Time	Location	Count Left to Right	Count Right to Left	Total	Index
15.15 - 15.20	29 Upper Brook St. (Outside Great White Horse Hotel)	3	17	20	8
15.21 - 15.26	30 6 Upper Brook St. (Opp. Great White Horse Hotel)	20	18	38	14
15.28 - 15.33	31 17 Carr St. (Outside Post Office)	56	53	109	41
15.36 - 15.41	32 63 Carr St. (Eastern end)	14	32	46	17
15.44 - 15.49	31 17 Carr St. (Outside Post Office)	51	36	87	33
15.51 - 15.56	30 6 Upper Brook St. (Opp. Great White Horse Hotel)	30	15	45	17
15.57 - 16.02	29 Upper Brook St. (Outside Great White Horse Hotel)	12	11	23	9
16.04 - 16.09	28 46 Tavern St. (By Saint Lawrence St. turning)	67	68	135	51
16.11 - 16.16	27 Tower St. (Tavern St. end)	18	14	32	12
16.18 - 16.23	26 20 Tavern St. (Before the Thoroughfare turning)	56	46	102	38
16.24 - 16.29	24 9 Tavern St. (Opposite the Thoroughfare turning)	79	53	132	50
16.30 - 16.35	25 Tower Ramparts Shopping Centre (Top of escalator with Newsagent to the left)	6	20	26	10
16.40 - 16.45	22 13 Cornhill (Facing the Town Hall)	67	59	126	47
16.46 - 16.51	19 5 Westgate St. (Cornhill end)	21	27	48	18
16.53 - 16.58	21 33 Westgate St. (Museum St. end)	22	48	70	26
16.59 - 17.04	20 63 Westgate St. (Between Lady Lane & Black Horse Walk)	13	24	37	14
	Total	2218	2231	4449	

NEMS Market Research

IPSWICH PEDESTRIAN COUNTS

WEDNESDAY 7TH AUGUST 2013 - ROUTE 2

Time	Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	34 Saint Peter's St. (Southern end, towards Star Lane)	18	1	19	32
10.10 - 10.15	9 3-5 Saint Nicholas St. (Northern end, towards Falcon Street)	19	5	24	40
10.18 - 10.23	33 30 Silent St. (Northern end, towards Old Cattle Market)	15	6	21	35
10.25 - 10.30	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	12	9	21	35
10.32 - 10.37	35 4 Lower Brook St. (Northern end / Dogs Head St. end)	6	9	15	25
10.38 - 10.43	5 5 Tacket St. (Western end, towards Upper Brook St.)	12	13	25	42
10.48 - 10.53	2 64 Upper Orwell St. (Southern end, towards Orwell Place)	4	4	8	13
10.55 - 11.00	1 39 Upper Orwell St. (Diagonally opposite Upper Barclay St.)	6	1	7	12
11.03 - 11.08	36 2 Eagle St. (Western end, near Upper Orwell St. turning)	9	13	22	37
11.09 - 11.14	4 9 Lower Orwell St. (Northern end, towards Orwell Place)	0	0	0	0
11.15 - 11.20	3 2 Lower Orwell St. (Northern end, towards Orwell Place)	0	0	0	0
11.23 - 11.28	37 53 Fore St. (Northern end, near Star Lane turning)	6	6	12	20
11.33 - 11.38	38 Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	6	6	10
11.43 - 11.48	37 53 Fore St. (Northern end, near Star Lane turning)	11	8	19	32
11.51 - 11.56	3 2 Lower Orwell St. (Northern end, towards Orwell Place)	0	5	5	8
11.57 - 12.02	4 9 Lower Orwell St. (Northern end, towards Orwell Place)	0	0	0	0
12.03 - 12.08	36 2 Eagle St. (Western end, near Upper Orwell St. turning)	12	7	19	32
12.11 - 12.16	1 39 Upper Orwell St. (Diagonally opposite Upper Barclay St.)	3	13	16	27
12.18 - 12.23	2 64 Upper Orwell St. (Southern end, towards Orwell Place)	7	4	11	18
12.28 - 12.33	5 5 Tacket St. (Western end, towards Upper Brook St.)	28	23	51	85
12.34 - 12.39	35 4 Lower Brook St. (Northern end / Dogs Head St. end)	7	10	17	28
12.41 - 12.46	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	40	17	57	95

LUNCH 12.46 - 13.46

Time	Location	Count Left to Right	Count Right to Left	Total	Index
13.48 - 13.53	33 30 Silent St. (Northern end, towards Old Cattle Market)	23	37	60	100
13.56 - 14.01	9 3-5 Saint Nicholas St. (Northern end, towards Falcon Street)	18	17	35	58
14.06 - 14.11	34 Saint Peter's St. (Southern end, towards Star Lane)	26	11	37	62
14.16 - 14.21	9 3-5 Saint Nicholas St. (Northern end, towards Falcon Street)	19	20	39	65
14.24 - 14.29	33 30 Silent St. (Northern end, towards Old Cattle Market)	21	4	25	42
14.31 - 14.36	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	31	21	52	87
14.38 - 14.43	35 4 Lower Brook St. (Northern end / Dogs Head St. end)	30	14	44	73
14.44 - 14.49	5 5 Tacket St. (Western end, towards Upper Brook St.)	25	16	41	68
14.54 - 14.59	2 64 Upper Orwell St. (Southern end, towards Orwell Place)	7	12	19	32
15.01 - 15.06	1 39 Upper Orwell St. (Diagonally opposite Upper Barclay St.)	10	17	27	45
15.09 - 15.14	36 2 Eagle St. (Western end, near Upper Orwell St. turning)	9	21	30	50
15.15 - 15.20	4 9 Lower Orwell St. (Northern end, towards Orwell Place)	2	4	6	10
15.21 - 15.26	3 2 Lower Orwell St. (Northern end, towards Orwell Place)	0	0	0	0
BREAK 15.26 - 15.41					
15.44 - 15.49	37 53 Fore St. (Northern end, near Star Lane turning)	9	14	23	38
15.54 - 15.59	38 Grimwade St. (Southern end, opposite Salvation Army Hostel)	3	11	14	23
16.04 - 16.09	37 53 Fore St. (Northern end, near Star Lane turning)	10	3	13	22
16.12 - 16.17	3 2 Lower Orwell St. (Northern end, towards Orwell Place)	0	0	0	0
16.18 - 16.23	4 9 Lower Orwell St. (Northern end, towards Orwell Place)	1	2	3	5
16.24 - 16.29	36 2 Eagle St. (Western end, near Upper Orwell St. turning)	15	10	25	42
16.32 - 16.37	1 39 Upper Orwell St. (Diagonally opposite Upper Barclay St.)	12	14	26	43
16.39 - 16.44	2 64 Upper Orwell St. (Southern end, towards Orwell Place)	6	16	22	37
16.49 - 16.54	5 5 Tacket St. (Western end, towards Upper Brook St.)	40	12	52	87
16.55 - 17.00	35 4 Lower Brook St. (Northern end / Dogs Head St. end)	18	10	28	47
Total		550	446	996	

NEMS Market Research
IPSWICH PEDESTRIAN COUNTS
WEDNESDAY 7TH AUGUST 2013 - ROUTE 3

Time	Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	18 Cornhill (Southern entrance, opposite Thoroughfare turning)	39	47	86	33
10.07 - 10.12	17 10 Queen St. (Opposite Bank)	5	7	12	5
10.13 - 10.18	16 13 Queen St. (Outside bank)	5	5	10	4
10.21 - 10.26	15 7 Butter Market (Next to Thoroughfare turning)	35	51	86	33
10.28 - 10.33	14 Butter Market entrance (Outside Model Zone)	28	32	60	23
10.36 - 10.41	10 Butter Market Shopping Centre (Outside The Grape Tree)	10	21	31	12
10.44 - 10.49	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	22	6	28	11
10.54 - 10.59	7 26 Upper Brook St. (Halfway between Butter Market & Dogs Head St.)	50	33	83	32
11.00 - 11.05	6 21 Upper Brook St. (Outside the Billiard Hall)	15	29	44	17
11.06 - 11.11	12 44 Butter Market (Eastern end)	46	67	113	44
11.13 - 11.18	11 1 Saint Stephen's Lane (Between Butter Market & Arras Square)	36	39	75	29
11.19 - 11.24	13 Dial Lane (Opposite Saint Lawrence's Church)	35	39	74	29
11.29 - 11.34	23 10 Thoroughfare (Between Tavern St. & Butter Market)	30	27	57	22
11.39 - 11.44	13 Dial Lane (Opposite Saint Lawrence's Church)	23	35	58	22
11.45 - 11.50	11 1 Saint Stephen's Lane (Between Butter Market & Arras Square)	25	41	66	25

BREAK 11.50 - 12.05

Time	Location	Count Left to Right	Count Right to Left	Total	Index
12.07 - 12.12	12 44 Butter Market (Eastern end)	69	49	118	46
12.13 - 12.18	6 21 Upper Brook St. (Outside the Billiard Hall)	37	38	75	29
12.20 - 12.25	7 26 Upper Brook St. (Halfway between Butter Market & Dogs Head St.)	67	67	134	52
12.30 - 12.35	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	34	36	70	27
12.36 - 12.41	10 Butter Market Shopping Centre (Outside The Grape Tree)	25	26	51	20
12.43 - 12.48	14 Butter Market entrance (Outside Model Zone)	72	56	128	49
12.50 - 12.55	15 7 Butter Market (Next to Thoroughfare turning)	90	64	154	59
12.58 - 13.03	16 13 Queen St. (Outside bank)	38	49	87	34
13.04 - 13.09	17 10 Queen St. (Opposite Bank)	65	50	115	44
13.11 - 13.16	18 Cornhill (Southern entrance, opposite Thoroughfare turning)	116	143	259	100
13.18 - 13.23	17 10 Queen St. (Opposite Bank)	38	19	57	22
13.24 - 13.29	16 13 Queen St. (Outside bank)	31	41	72	28
LUNCH 13.29 - 14.29					
14.31 - 14.36	15 7 Butter Market (Next to Thoroughfare turning)	39	26	65	25
14.38 - 14.43	14 Butter Market entrance (Outside Model Zone)	59	59	118	46
14.46 - 14.51	10 Butter Market Shopping Centre (Outside The Grape Tree)	9	34	43	17
14.52 - 14.57	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	11	16	27	10
15.02 - 15.07	7 26 Upper Brook St. (Halfway between Butter Market & Dogs Head St.)	34	64	98	38
15.09 - 15.14	6 21 Upper Brook St. (Outside the Billiard Hall)	24	31	55	21
15.15 - 15.20	12 44 Butter Market (Eastern end)	54	39	93	36
15.22 - 15.27	11 1 Saint Stephen's Lane (Between Butter Market & Arras Square)	41	23	64	25
15.28 - 15.33	13 Dial Lane (Opposite Saint Lawrence's Church)	22	55	77	30
15.38 - 15.43	23 10 Thoroughfare (Between Tavern St. & Butter Market)	23	15	38	15
15.48 - 15.53	13 Dial Lane (Opposite Saint Lawrence's Church)	45	31	76	29
15.54 - 15.59	11 1 Saint Stephen's Lane (Between Butter Market & Arras Square)	26	21	47	18
16.01 - 16.06	12 Butter Market Shopping Centre (Outside The Grape Tree)	17	8	25	10
16.07 - 16.12	6 21 Upper Brook St. (Outside the Billiard Hall)	24	41	65	25
16.14 - 16.19	7 26 Upper Brook St. (Halfway between Butter Market & Dogs Head St.)	28	35	63	24
16.24 - 16.29	8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	10	10	20	8
16.30 - 16.35	10 Butter Market Shopping Centre (Outside The Grape Tree)	6	19	25	10
16.38 - 16.43	14 Butter Market entrance (Outside Model Zone)	39	35	74	29
16.45 - 16.50	15 7 Butter Market (Next to Thoroughfare turning)	27	18	45	17
16.53 - 16.58	16 13 Queen St. (Outside bank)	15	12	27	10
Total		1639	1709	3348	

NEMS Market Research
 IPSWICH PEDESTRIAN COUNTS
 WEDNESDAY 7TH AUGUST 2013

Location	Total Left to		Total Right to		Total Counts	Total Index
	Right	Left	Right	Left		
1 39 Upper Orwell St. (Diagonally opposite Upper Barclay St.)	31	45			76	11
2 64 Upper Orwell St. (Southern end, towards Orwell Place)	24	36			60	9
3 2 Lower Orwell St. (Northern end, towards Orwell Place)	0	5			5	1
4 9 Lower Orwell St. (Northern end, towards Orwell Place)	3	6			9	1
5 5 Tacket St. (Western end, towards Upper Brook St.)	105	64			169	25
6 21 Upper Brook St. (Outside the Billiard Hall)	100	139			239	35
7 26 Upper Brook St. (Halfway between Butter Market & Dogs Head St.)	179	199			378	55
8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	160	115			275	40
9 3-5 Saint Nicholas St. (Northern end, towards Falcon Street)	56	42			98	14
10 Butter Market Shopping Centre (Outside The Grape Tree)	50	100			150	22
11 1 Saint Stephen's Lane (Between Butter Market & Arras Square)	128	124			252	37
12 44 Butter Market (Eastern end)	186	163			349	51
13 Dial Lane (Opposite Saint Lawrence's Church)	125	160			285	41
14 Butter Market entrance (Outside Model Zone)	198	182			380	55
15 7 Butter Market (Next to Thoroughfare turning)	191	159			350	51
16 13 Queen St. (Outside bank)	89	107			196	28
17 10 Queen St. (Opposite Bank)	108	76			184	27
18 Cornhill (Southern entrance, opposite Thoroughfare turning)	155	190			345	50
19 5 Westgate St. (Cornhill end)	253	267			520	76

Location	Total Left to		Total Right to		Total Counts		Total Index
	Right	Left	Right	Left			
20 63 Westgate St. (Between Lady Lane & Black Horse Walk)	42	64			106	15	
21 33 Westgate St. (Museum St. end)	140	179			319	46	
22 13 Cornhill (Facing the Town Hall)	350	338			688	100	
23 10 Thoroughfare (Between Tavern St. & Butter Market)	53	42			95	14	
24 9 Tavern St. (Opposite the Thoroughfare turning)	272	257			529	77	
25 Tower Ramparts Shopping Centre (Top of escalator with Newsagent to the left)	88	136			224	33	
26 20 Tavern St. (Before the Thoroughfare turning)	312	302			614	89	
27 Tower St. (Tavern St. end)	89	74			163	24	
28 46 Tavern St. (By Saint Lawrence St. turning)	270	271			541	79	
29 Upper Brook St. (Outside Great White Horse Hotel)	43	55			98	14	
30 6 Upper Brook St. (Opp. Great White Horse Hotel)	78	68			146	21	
31 17 Carr St. (Outside Post Office)	238	171			409	59	
32 63 Carr St. (Eastern end)	43	49			92	13	
33 30 Silent St. (Northern end, towards Old Cattle Market)	59	47			106	15	
34 Saint Peter's St. (Southern end, towards Star Lane)	44	12			56	8	
35 4 Lower Brook St. (Northern end / Dogs Head St. end)	61	43			104	15	
36 2 Eagle St. (Western end, near Upper Orwell St. turning)	45	51			96	14	
37 53 Fore St. (Northern end, near Star Lane turning)	36	31			67	10	
38 Grimwade St. (Southern end, opposite Salvation Army Hostel)	3	17			20	3	
TOTAL	4407	4386			8793		

NEMS Market Research

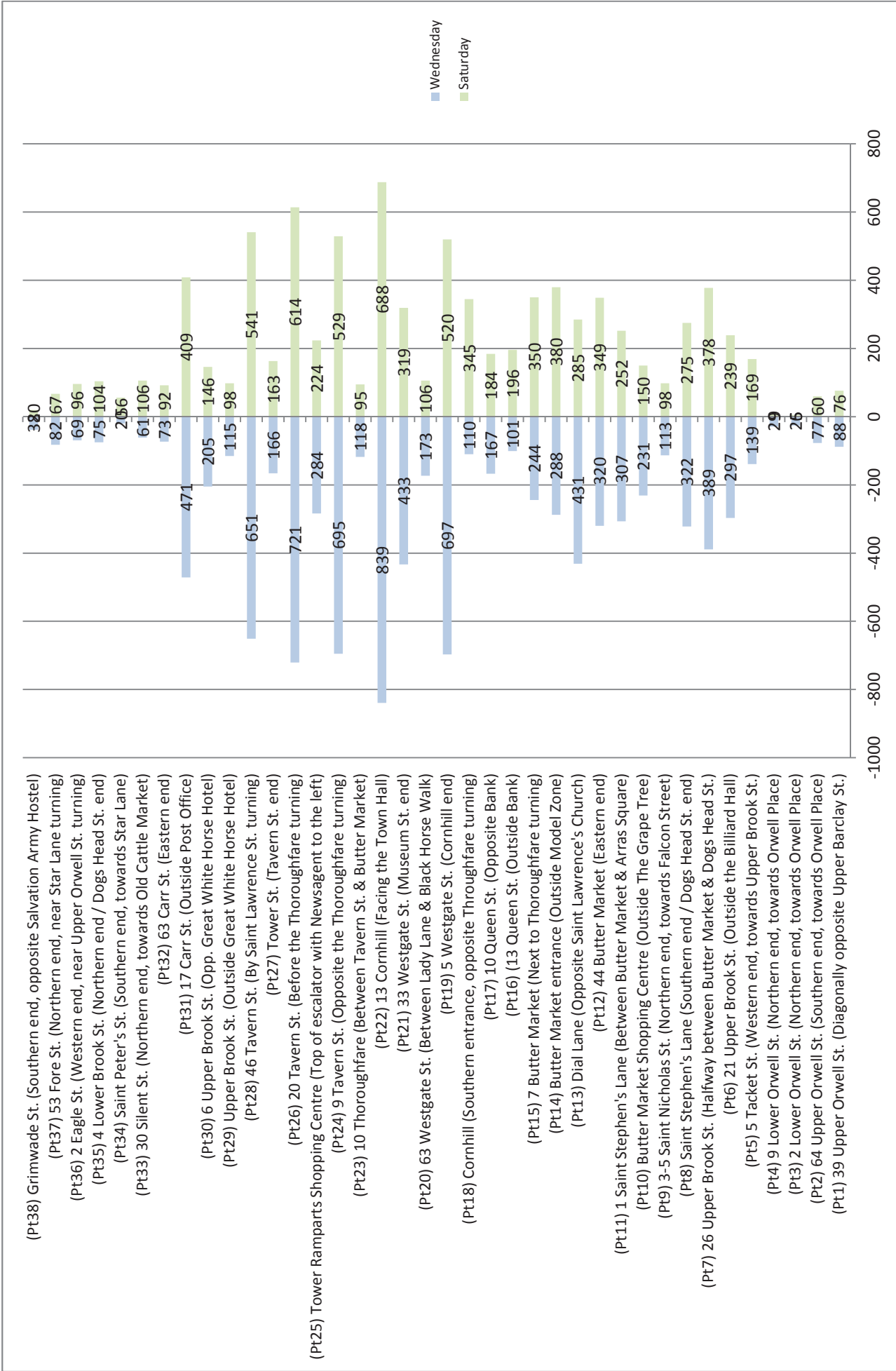
IPSWICH PEDESTRIAN COUNTS

SATURDAY 3RD AUGUST 2013 AND WEDNESDAY 7TH AUGUST 2013

Location	03.08.13	07.08.13	Total Count	Total Index
1 39 Upper Orwell St. (Diagonally opposite Upper Barclay St.)	88	76	164	11
2 64 Upper Orwell St. (Southern end, towards Orwell Place)	77	60	137	9
3 2 Lower Orwell St. (Northern end, towards Orwell Place)	26	5	31	2
4 9 Lower Orwell St. (Northern end, towards Orwell Place)	29	9	38	2
5 5 Tacket St. (Western end, towards Upper Brook St.)	139	169	308	20
6 21 Upper Brook St. (Outside the Billiard Hall)	297	239	536	35
7 26 Upper Brook St. (Halfway between Butter Market & Dogs Head St.)	389	378	767	50
8 Saint Stephen's Lane (Southern end / Dogs Head St. end)	322	275	597	39
9 3-5 Saint Nicholas St. (Northern end, towards Falcon Street)	113	98	211	14
10 Butter Market Shopping Centre (Outside The Grape Tree)	231	150	381	25
11 1 Saint Stephen's Lane (Between Butter Market & Arras Square)	307	252	559	37
12 44 Butter Market (Eastern end)	320	349	669	44
13 Dial Lane (Opposite Saint Lawrence's Church)	431	285	716	47
14 Butter Market entrance (Outside Model Zone)	288	380	668	44
15 7 Butter Market (Next to Thoroughfare turning)	244	350	594	39
16 13 Queen St. (Outside bank)	101	196	297	19
17 10 Queen St. (Opposite Bank)	167	184	351	23
18 Cornhill (Southern entrance, opposite Thoroughfare turning)	110	345	455	30
19 5 Westgate St. (Cornhill end)	697	520	1217	80
20 63 Westgate St. (Between Lady Lane & Black Horse Walk)	173	106	279	18
21 33 Westgate St. (Museum St. end)	433	319	752	49
22 13 Cornhill (Facing the Town Hall)	839	688	1527	100
23 10 Thoroughfare (Between Tavern St. & Butter Market)	118	95	213	14
24 9 Tavern St. (Opposite the Thoroughfare turning)	695	529	1224	80
25 Tower Ramparts Shopping Centre (Top of escalator with Newsagent to the left)	284	224	508	33
26 20 Tavern St. (Before the Thoroughfare turning)	721	614	1335	87
27 Tower St. (Tavern St. end)	166	163	329	22
28 46 Tavern St. (By Saint Lawrence St. turning)	651	541	1192	78
29 Upper Brook St. (Outside Great White Horse Hotel)	115	98	213	14
30 6 Upper Brook St. (Opp. Great White Horse Hotel)	205	146	351	23
31 17 Carr St. (Outside Post Office)	471	409	880	58
32 63 Carr St. (Eastern end)	73	92	165	11
33 30 Silent St. (Northern end, towards Old Cattle Market)	61	106	167	11
34 Saint Peter's St. (Southern end, towards Star Lane)	20	56	76	5
35 4 Lower Brook St. (Northern end / Dogs Head St. end)	75	104	179	12
36 2 Eagle St. (Western end, near Upper Orwell St. turning)	69	96	165	11
37 53 Fore St. (Northern end, near Star Lane turning)	82	67	149	10
38 Grimwade St. (Southern end, opposite Salvation Army Hostel)	38	20	58	4
TOTAL	9665	8793	18458	

Appendix 2:

Chart – Ipswich (Daytime)



Appendix 3:

Pedestrian Count – Ipswich (Evening)

NEMS Market Research

IPSWICH PEDESTRIAN COUNTS

FRIDAY 2ND AUGUST 2013

Time	Point	Location	Count Left to Right	Count Right to Left	Total	Index
19.00 - 19.05	34	Saint Peter's St. (Southern end, towards Star Lane)	4	0	4	67
19.08 - 19.13	39	36 Lower Brook St. (Southern end, towards the crossroads)	0	2	2	33
19.18 - 19.23	37	53 Fore St. (Northern end, near Star Lane turning)	0	4	4	67
19.28 - 19.33	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	0	0	0
19.36 - 19.41	40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
19.43 - 19.48	41	Key St. (Outside Old Custom House, facing Pizza Express)	0	6	6	100
19.50 - 19.55	40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
19.58 - 20.03	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	1	1	17
20.08 - 20.13	37	53 Fore St. (Northern end, near Star Lane turning)	5	0	5	83
20.18 - 20.23	39	36 Lower Brook St. (Southern end, towards the crossroads)	0	0	0	0
20.28 - 20.33	34	Saint Peter's St. (Southern end, towards Star Lane)	1	0	1	17
BREAK 20.33 - 20.48						
20.50 - 20.55	39	36 Lower Brook St. (Southern end, towards the crossroads)	0	0	0	0
21.00 - 21.05	37	53 Fore St. (Northern end, near Star Lane turning)	0	1	1	17
21.10 - 21.15	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	2	2	33
21.18 - 21.23	40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
21.25 - 21.30	41	Key St. (Outside Old Custom House, facing Pizza Express)	2	0	2	33
21.32 - 21.37	40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
21.40 - 21.45	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	0	0	0
21.50 - 21.55	37	53 Fore St. (Northern end, near Star Lane turning)	2	0	2	33
22.00 - 22.05	39	36 Lower Brook St. (Southern end, towards the crossroads)	0	0	0	0
22.10 - 22.15	34	Saint Peter's St. (Southern end, towards Star Lane)	4	1	5	83
22.18 - 22.23	39	36 Lower Brook St. (Southern end, towards the crossroads)	0	0	0	0
22.28 - 22.33	37	53 Fore St. (Northern end, near Star Lane turning)	4	2	6	100
BREAK 22.33 - 22.48						
22.50 - 22.55	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	0	0	0
23.00 - 23.05	40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
23.07 - 23.12	41	Key St. (Outside Old Custom House, facing Pizza Express)	5	0	5	83
23.14 - 23.19	40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
23.22 - 23.27	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	0	0	0
23.32 - 23.37	37	53 Fore St. (Northern end, near Star Lane turning)	1	5	6	100
23.42 - 23.47	39	36 Lower Brook St. (Southern end, towards the crossroads)	0	0	0	0
23.52 - 23.57	34	Saint Peter's St. (Southern end, towards Star Lane)	2	2	4	67
Total			30	26	56	

NEMS Market Research
IPSWICH PEDESTRIAN COUNTS
FRIDAY 2ND AUGUST 2013

Point	Location	Total Left to Right	Total Right to Left	Total Counts	Total Index
34	Saint Peter's St. (Southern end, towards Star Lane)	11	3	14	58
39	36 Lower Brook St. (Southern end, towards the crossroads)	0	2	2	8
37	53 Fore St. (Northern end, near Star Lane turning)	12	12	24	100
38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	3	3	13
40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
41	Key St. (Outside Old Custom House, facing Pizza Express)	7	6	13	54
	TOTAL	30	26	56	

NEMS Market Research

IPSWICH PEDESTRIAN COUNTS

SATURDAY 3RD AUGUST 2013

Time	Point	Location	Count Left to Right	Count Right to Left	Total	Index
19.00 - 19.05	34	Saint Peter's St. (Southern end, towards Star Lane)	2	3	5	33
19.08 - 19.13	39	36 Lower Brook St. (Southern end, towards the crossroads)	0	0	0	0
19.18 - 19.23	37	53 Fore St. (Northern end, near Star Lane turning)	0	6	6	40
19.28 - 19.33	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	5	5	33
19.36 - 19.41	40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
19.43 - 19.48	41	Key St. (Outside Old Custom House, facing Pizza Express)	0	0	0	0
19.50 - 19.55	40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
19.58 - 20.03	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	1	0	1	7
20.08 - 20.13	37	53 Fore St. (Northern end, near Star Lane turning)	0	2	2	13
20.18 - 20.23	39	36 Lower Brook St. (Southern end, towards the crossroads)	0	0	0	0
20.28 - 20.33	34	Saint Peter's St. (Southern end, towards Star Lane)	1	0	1	7
20.36 - 20.41	39	36 Lower Brook St. (Southern end, towards the crossroads)	4	0	4	27
20.46 - 20.51	37	53 Fore St. (Northern end, near Star Lane turning)	3	1	4	27
BREAK 20.51 - 21.06						
21.10 - 21.15	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	0	0	0
21.18 - 21.23	40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
21.25 - 21.30	41	Key St. (Outside Old Custom House, facing Pizza Express)	0	0	0	0
21.32 - 21.37	40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
21.40 - 21.45	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	0	0	0
21.50 - 21.55	37	53 Fore St. (Northern end, near Star Lane turning)	4	0	4	27
22.00 - 22.05	39	36 Lower Brook St. (Southern end, towards the crossroads)	0	0	0	0
22.10 - 22.15	34	Saint Peter's St. (Southern end, towards Star Lane)	15	0	15	100
BREAK 22.15 - 22.30						
22.33 - 22.38	39	36 Lower Brook St. (Southern end, towards the crossroads)	5	0	5	33
22.43 - 22.48	37	53 Fore St. (Northern end, near Star Lane turning)	2	1	3	20
22.53 - 22.58	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	0	0	0	0
23.00 - 23.05	40	Salthouse St. (Outside Bistro on the Quay)	0	4	4	27
23.07 - 23.12	41	Key St. (Outside Old Custom House, facing Pizza Express)	0	2	2	13
23.14 - 23.19	40	Salthouse St. (Outside Bistro on the Quay)	0	0	0	0
23.22 - 23.27	38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	1	0	1	7
23.32 - 23.37	37	53 Fore St. (Northern end, near Star Lane turning)	0	0	0	0
23.42 - 23.47	39	36 Lower Brook St. (Southern end, towards the crossroads)	1	0	1	7
23.52 - 23.57	34	Saint Peter's St. (Southern end, towards Star Lane)	6	8	14	93
Total			45	32	77	

NEMS Market Research
IPSWICH PEDESTRIAN COUNTS
SATURDAY 3RD AUGUST 2013

Point	Location	Total Left to Right	Total Right to Left	Total Counts	Total Index
34	Saint Peter's St. (Southern end, towards Star Lane)	24	11	35	100
39	36 Lower Brook St. (Southern end, towards the crossroads)	10	0	10	29
37	53 Fore St. (Northern end, near Star Lane turning)	9	10	19	54
38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	2	5	7	20
40	Salthouse St. (Outside Bistro on the Quay)	0	4	4	11
41	Key St. (Outside Old Custom House, facing Pizza Express)	0	2	2	6
	TOTAL	45	32	77	

NEMS Market Research

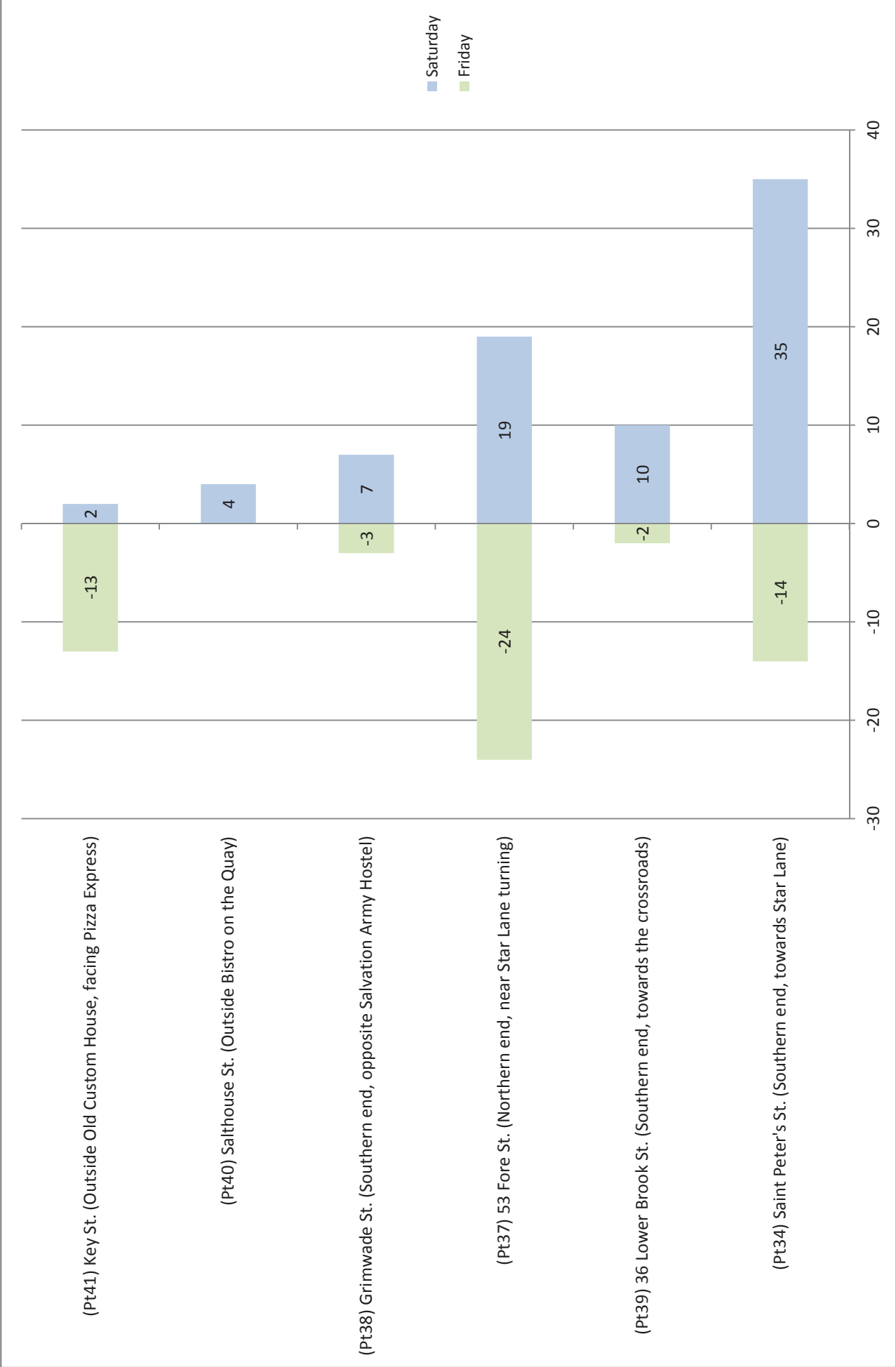
IPSWICH PEDESTRIAN COUNTS

FRIDAY 2ND AUGUST AND SATURDAY 3RD AUGUST 2013

Point	Location	02.08.13	03.08.13	Total Count	Total Index
34	Saint Peter's St. (Southern end, towards Star Lane)	14	35	49	100
39	36 Lower Brook St. (Southern end, towards the crossroads)	2	10	12	24
37	53 Fore St. (Northern end, near Star Lane turning)	24	19	43	88
38	Grimwade St. (Southern end, opposite Salvation Army Hostel)	3	7	10	20
40	Salthouse St. (Outside Bistro on the Quay)	0	4	4	8
41	Key St. (Outside Old Custom House, facing Pizza Express)	13	2	15	31
TOTAL		56	77	133	

Appendix 4:

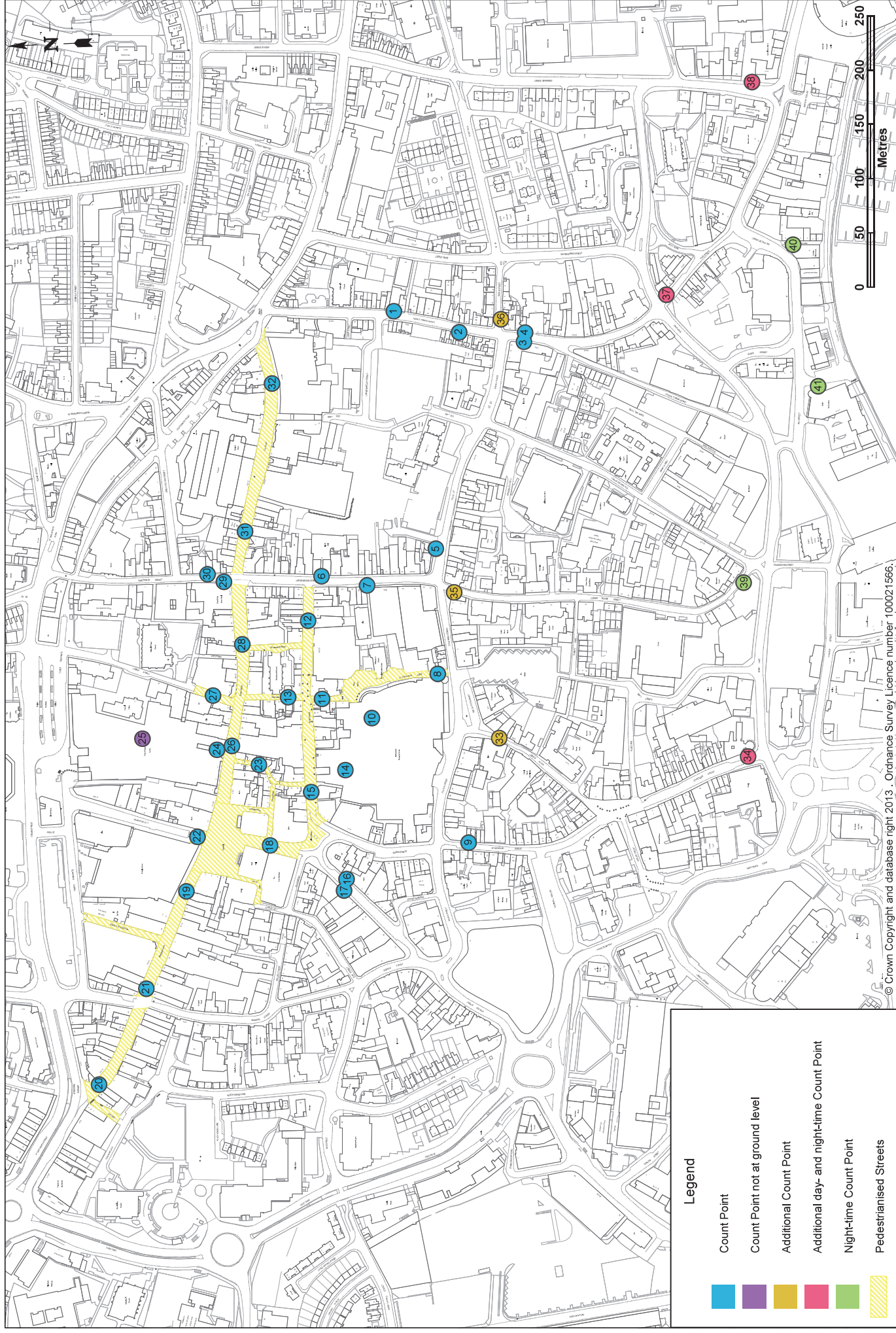
Chart – Ipswich (Evening)



Appendix 5:

Maps

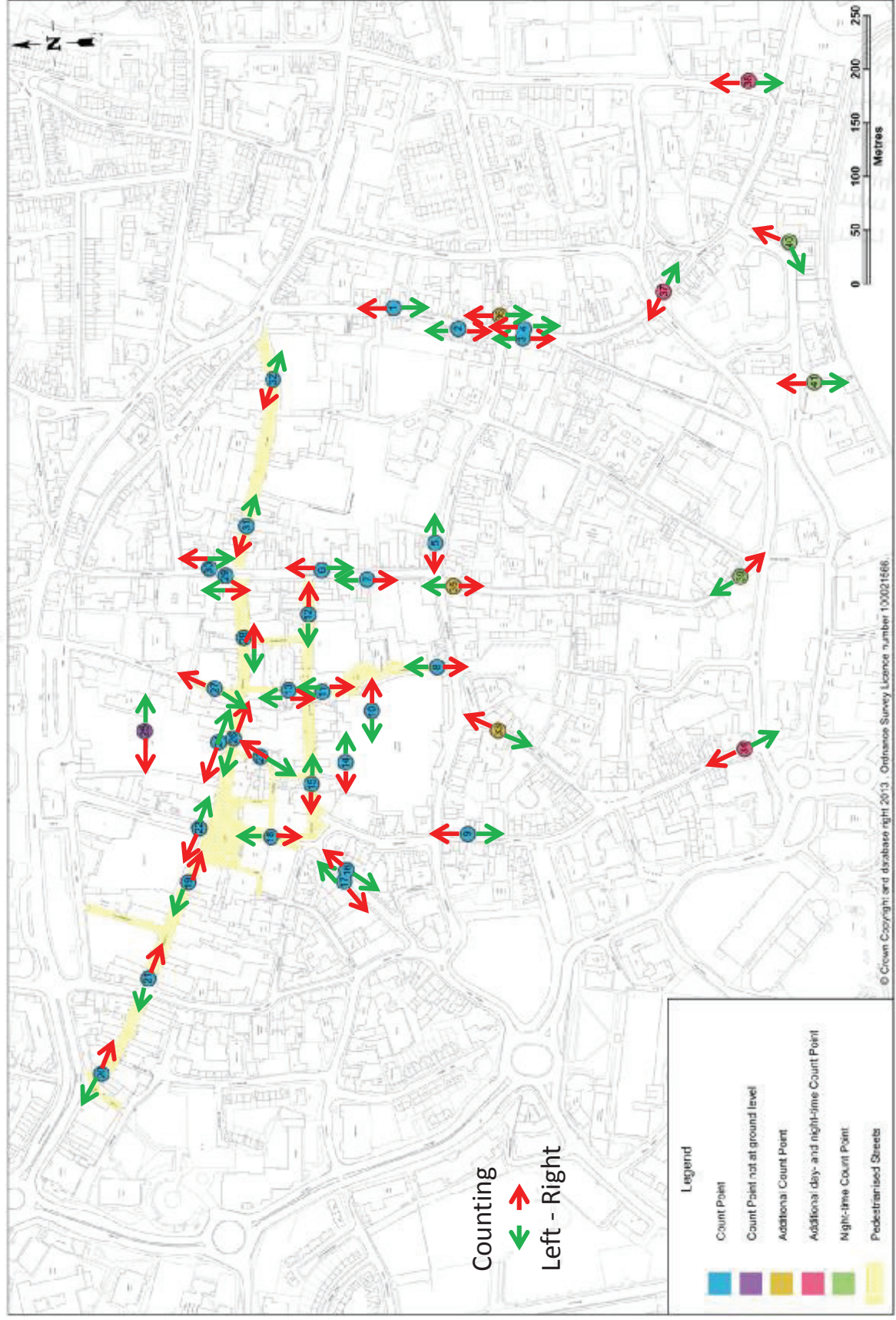
Count Points - Ipswich



Legend

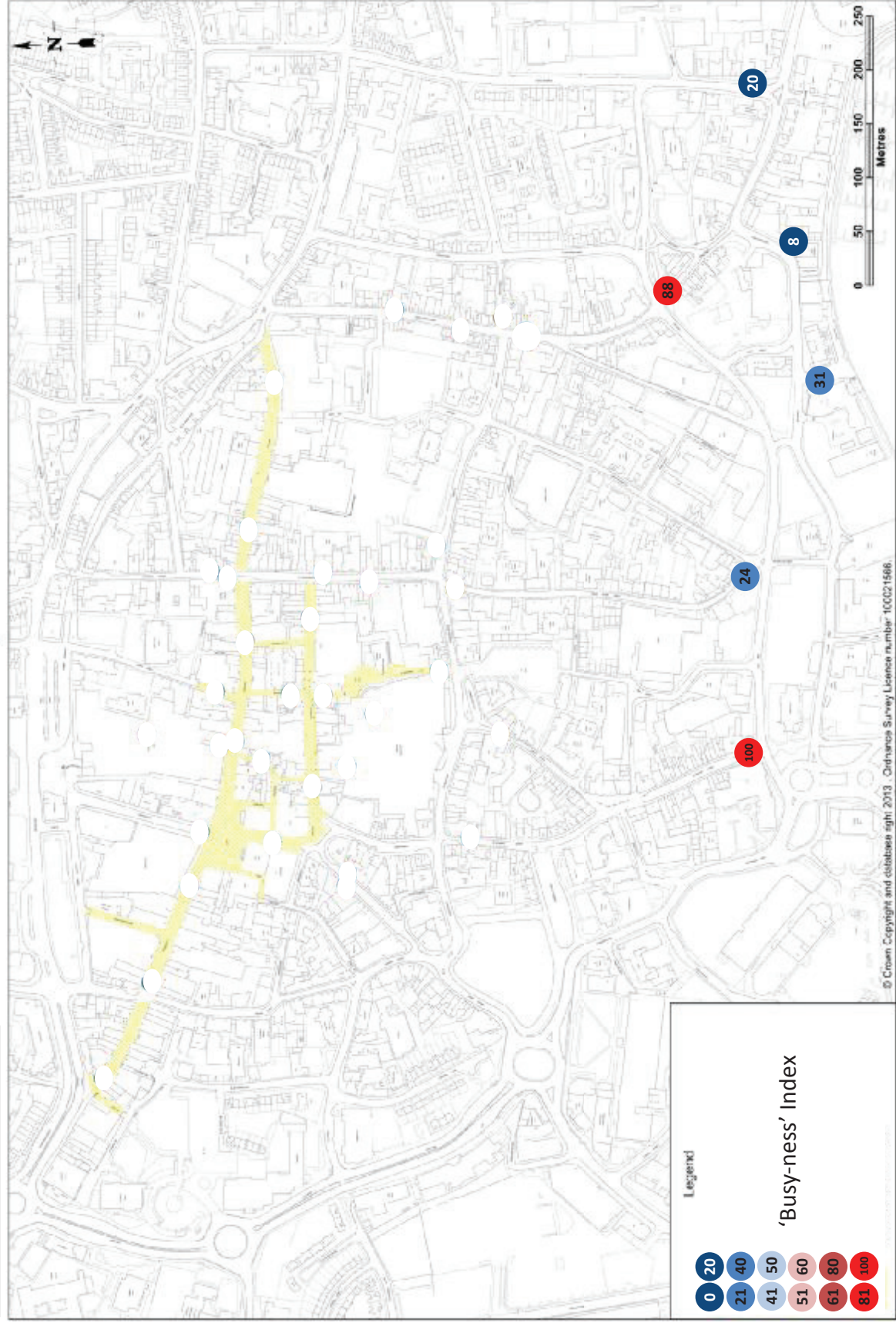
- Count Point
- Count Point not at ground level
- Additional Count Point
- Additional day- and night-time Count Point
- Night-time Count Point
- Pedestrianised Streets

Count Points - Ipswich



Evening - Total

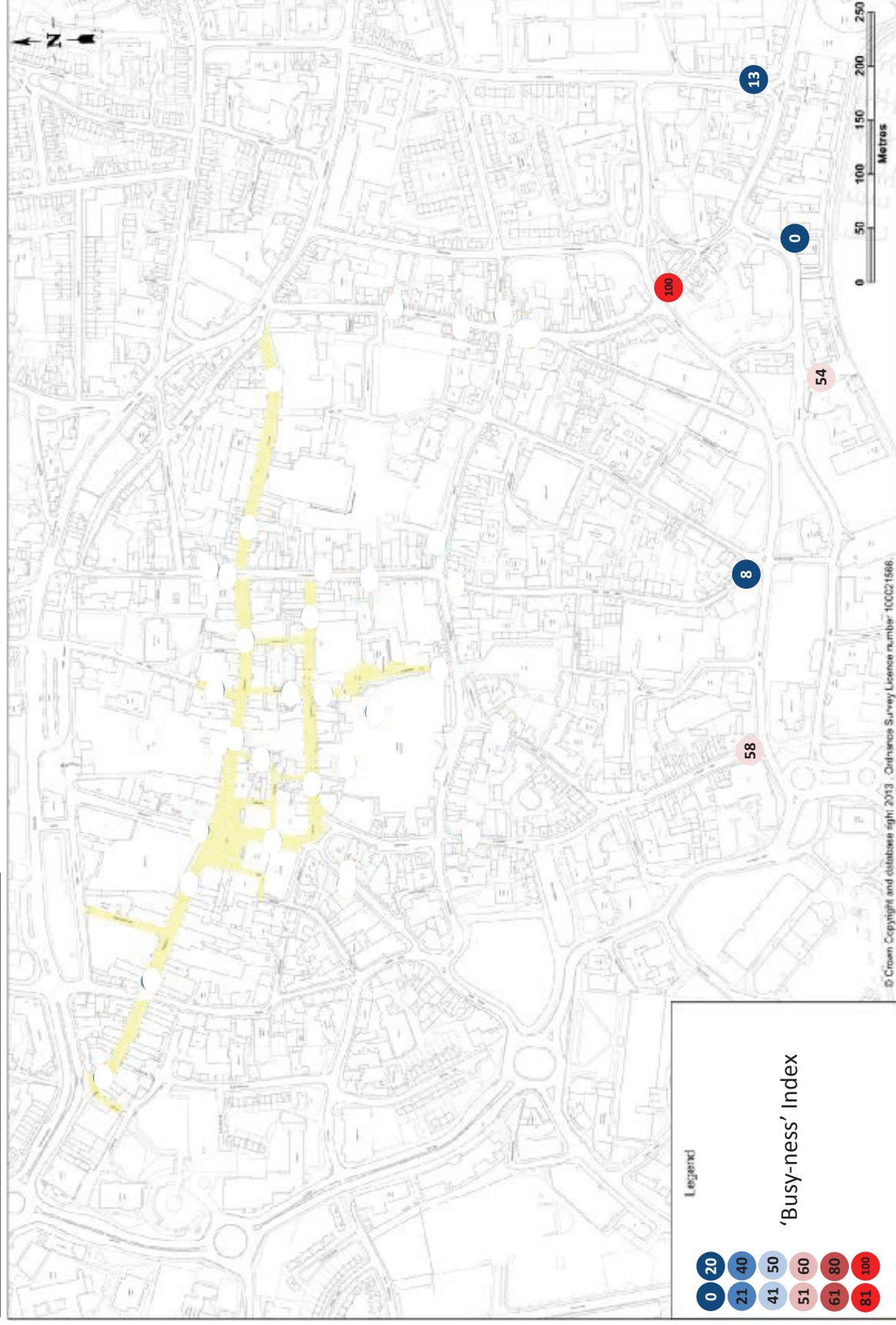
Count Points - Ipswich



Evening

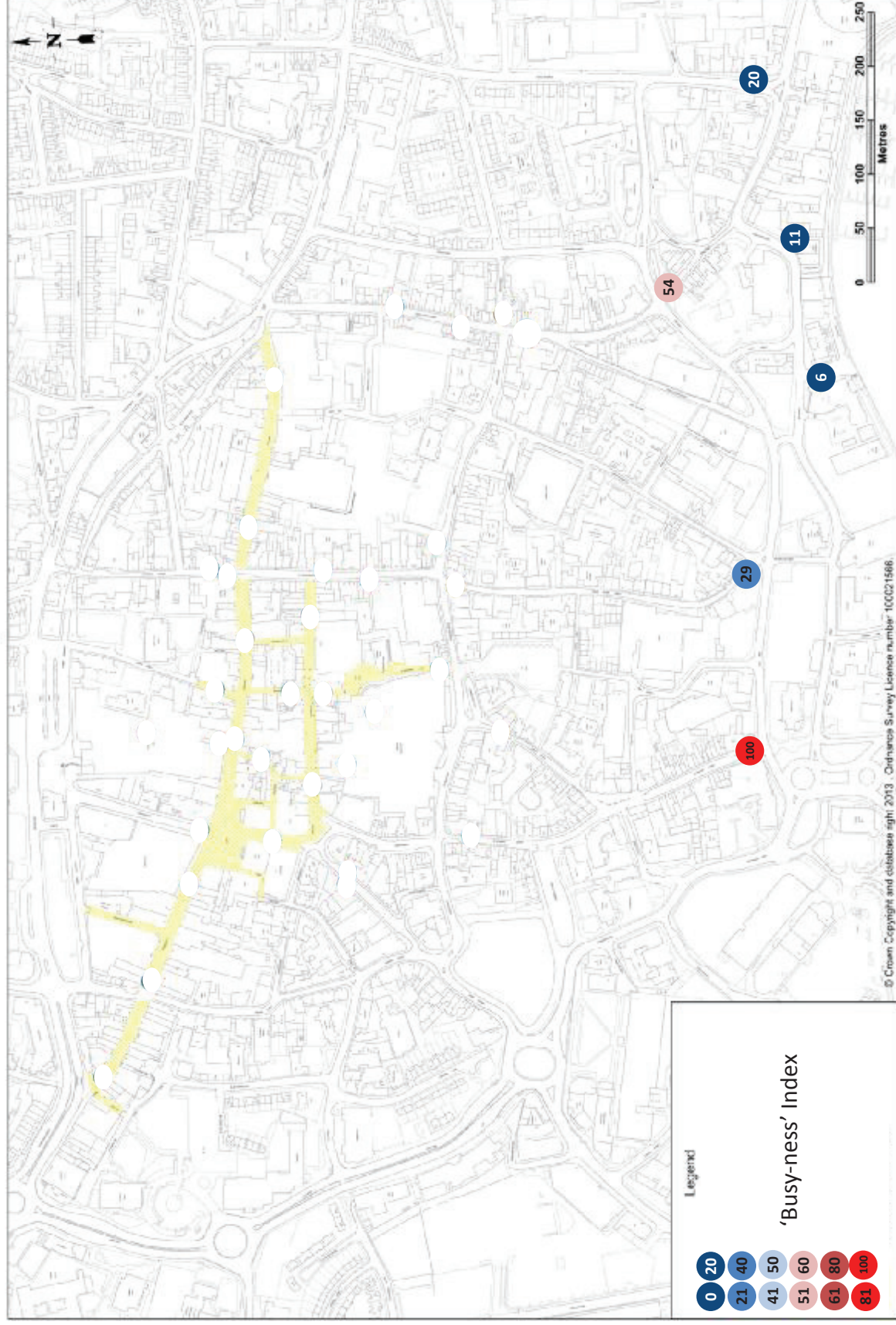
Friday 2 August 2013

Count Points - Ipswich



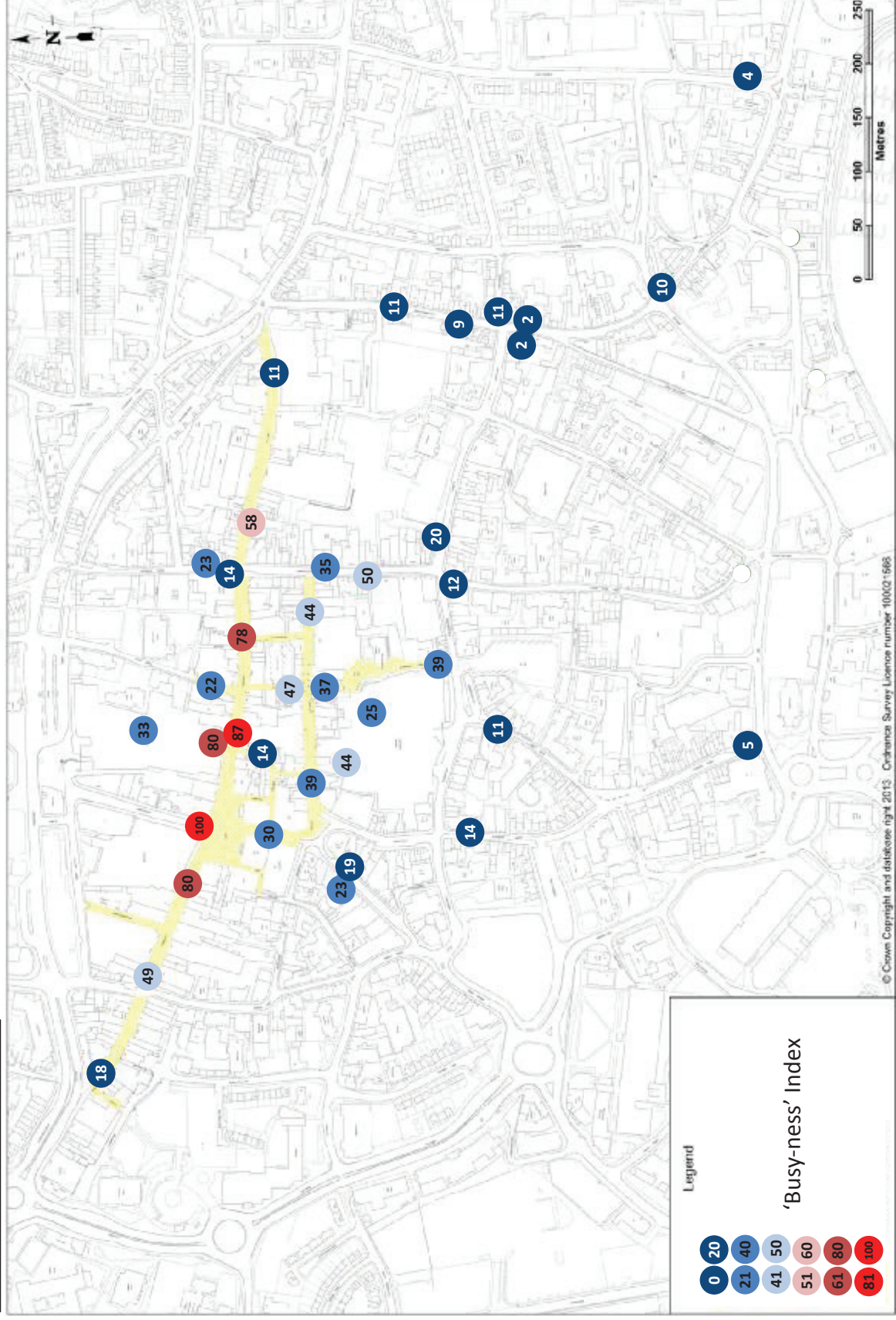
Evening
Saturday 3 August

Count Points - Ipswich



Day - Total

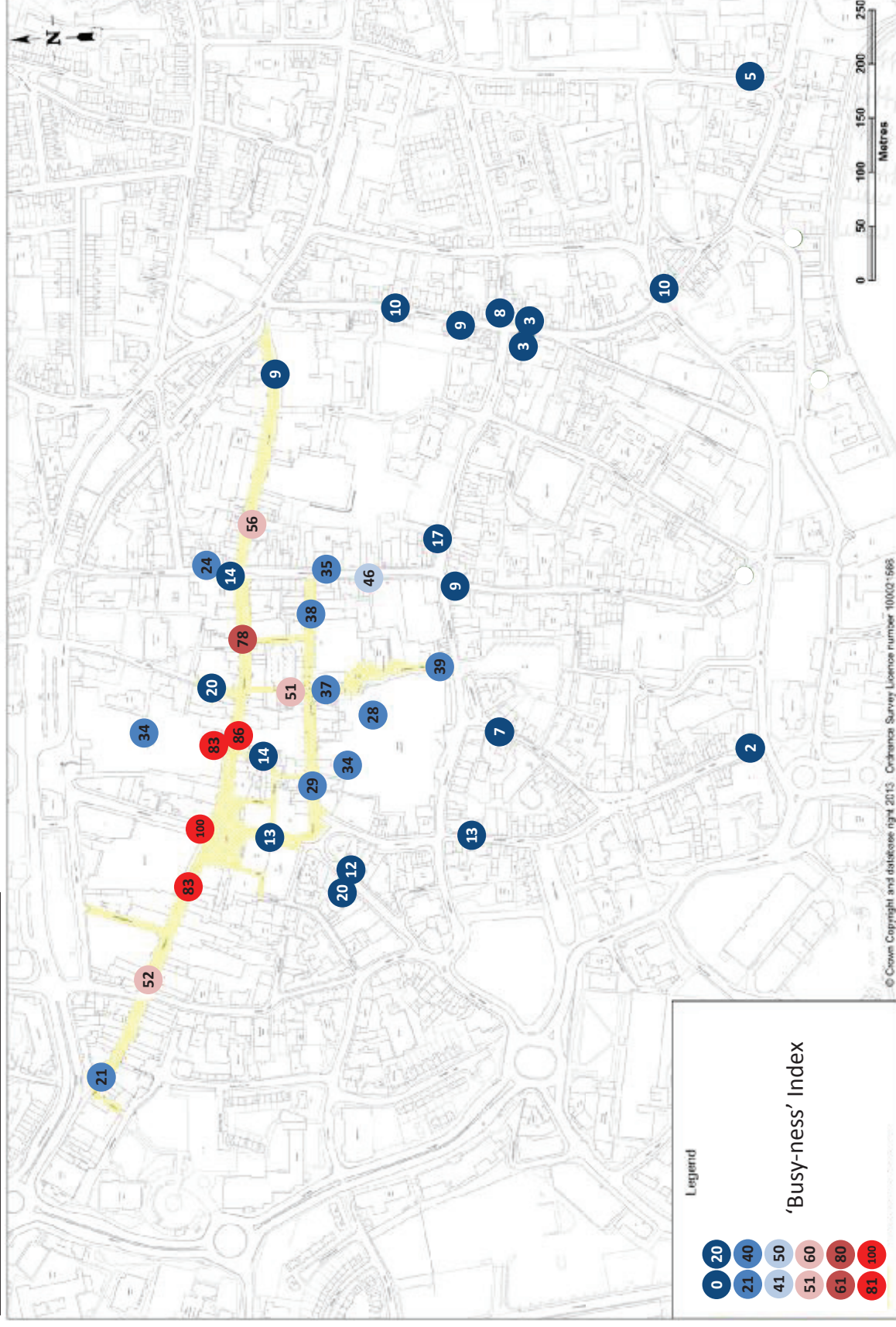
Count Points - Ipswich



Day

Saturday 3 August

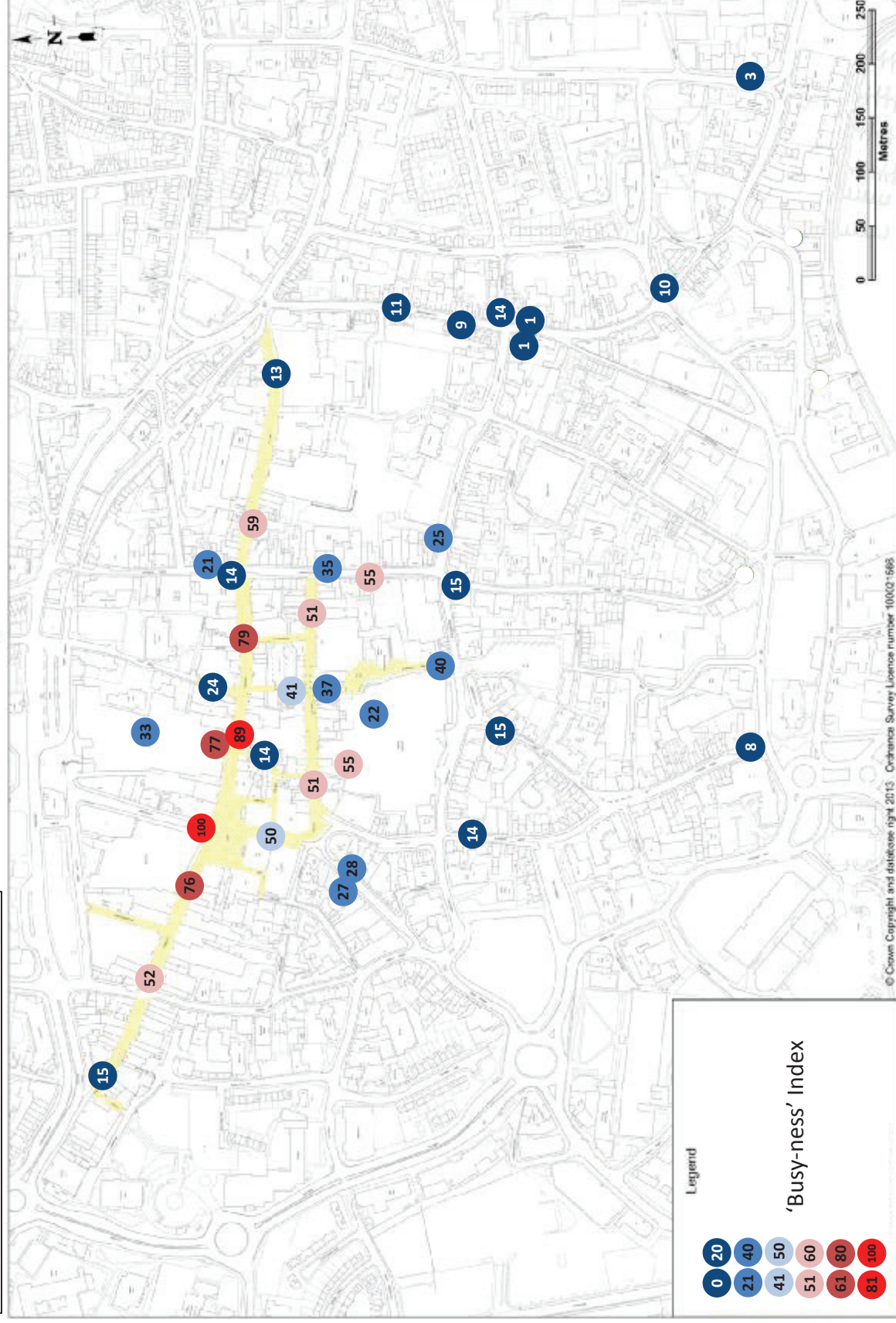
Count Points - Ipswich



Day

Wednesday 7 August

Count Points - Ipswich



Appendix O

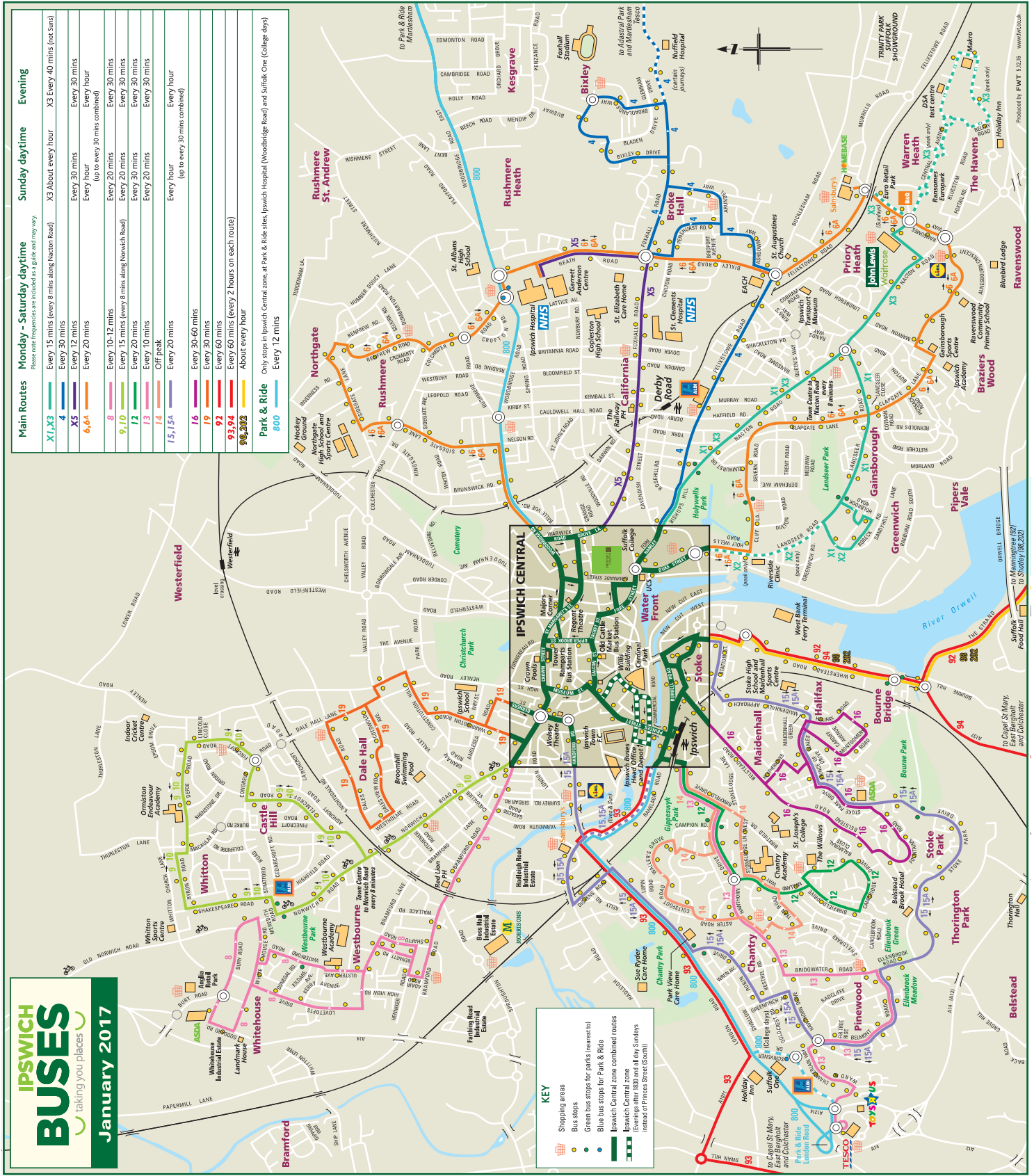
Ipswich Bus Network Map

IPSWICH BUSES

January 2017

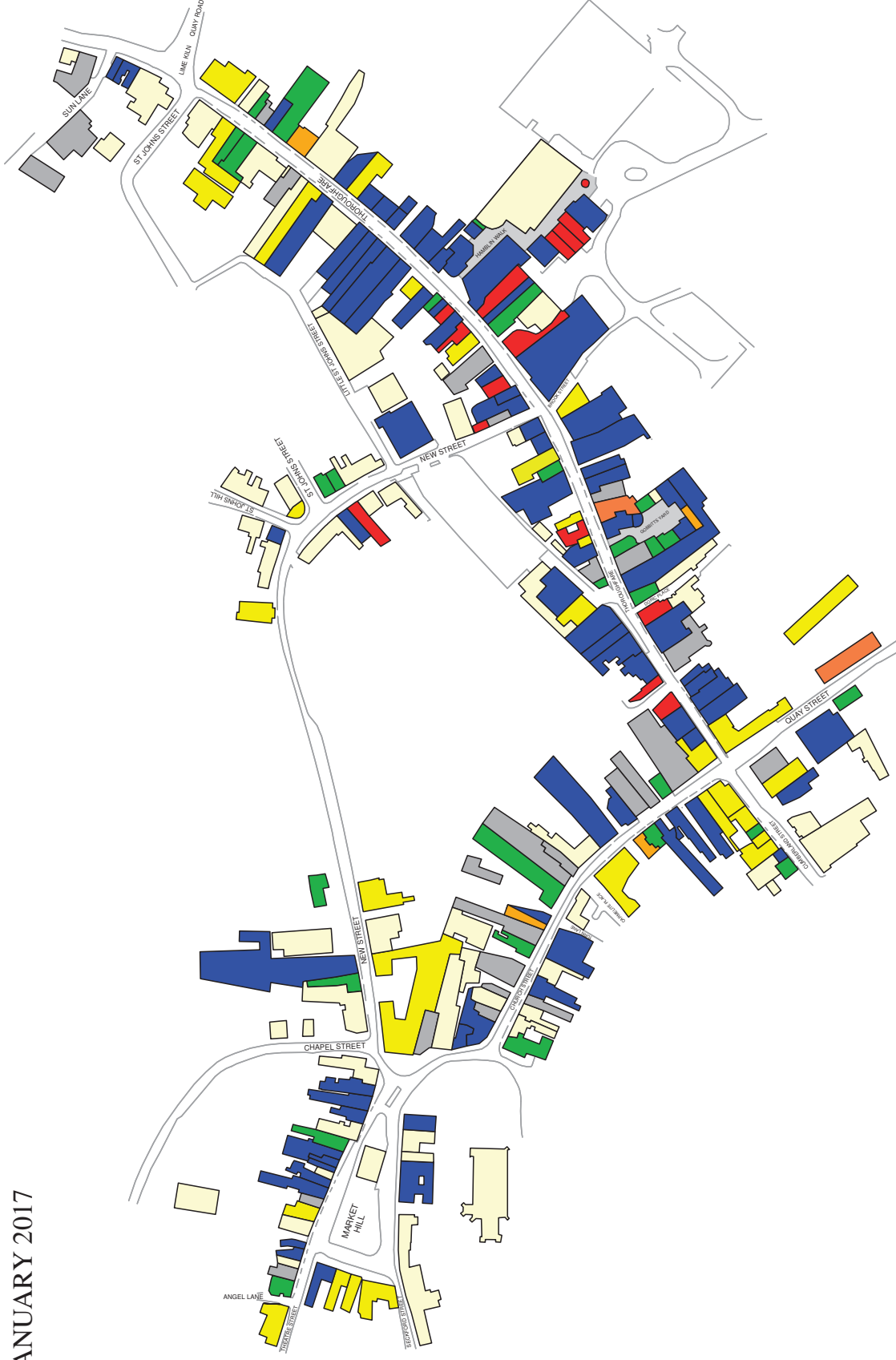
Main Routes	Monday - Saturday daytime	Sunday daytime	Evening
X1, X3	Every 15 mins (every 8 mins along Nacton Road)	X3 About every hour	X3 Every 40 mins (not Sun)
4	Every 30 mins	Every 30 mins	Every 30 mins
X5	Every 12 mins	Every 30 mins	Every hour
6, 6A	Every 20 mins	Every hour	Every hour
8	Every 10-12 mins	Every 20 mins	Every 30 mins
9, 10	Every 15 mins (every 8 mins along Norwich Road)	Every 30 mins	Every 30 mins
12	Every 30 mins	Every 30 mins	Every 30 mins
13	Every 10 mins	Every 20 mins	Every 30 mins
14	Off peak	Every 20 mins	Every 30 mins
15, 15A	Every 20 mins	Every hour	Every hour
16	Every 30-60 mins	Every 30 mins	Every 30 mins
19	Every 30 mins	Every 30 mins	Every 30 mins
92	Every 60 mins	Every 60 mins	Every 60 mins
93, 94	Every 60 mins (every 2 hours on each route)	Every 60 mins	Every 60 mins
98, 202	About every hour	Every 60 mins	Every 60 mins

Park & Ride
Only stops in Ipswich Central zone, at Park & Ride sites (Ipswich Hospital (Woodbridge Road) and Suffolk One (College days))
800 Every 12 mins



Appendix P

Experian Goad Lane Use Plans - Suffolk Coastal District Town Centres



235,300

FELIXSTOWE

UPDATED: JANUARY 2017



235,200

235,100

235,000

234,900

234,800

234,700

234,600

234,500

234,400

goad
For more information on
our products and services
www.goadplans.co.uk
0845 6016011
goad.sales@uk.experian.com



COPYRIGHT AND CONFIDENTIALITY NOTICE
2016 Experian Limited All Rights Reserved
This product includes map data from Ordnance Survey by the permission
of HMSO. © Crown Copyright and database right of the Crown
2016. All rights reserved. Ordnance Survey Licence number PU100017316.
For full terms & copyright conditions visit www.goadplans.co.uk/copyright



234,300

638,300

638,400

SAXMUNDHAM

UPDATED: JANUARY 2017

638,500

638,600

638,700

638,800



263,300

263,200

263,100

263,000

262,900

For more information on
our products and services
visit www.go4plans.co.uk
0845 6016011
go4sales@uk.experian.com

SCALE 1:1,000
0 12.5 25 37.5 50m
Scale of map is approximate and does not represent actual distances.
Mapping
sourced from
OS Ordnance
Survey

COPYRIGHT AND CONFIDENTIALITY NOTICE
2016 Experian Limited All Rights Reserved
This product includes map data from Ordnance Survey by the permission
of HMSO. © Crown Copyright and database right of the Crown
2016. All rights reserved. Ordnance Survey Licence number PU10007316.
For full terms & copyright conditions visit www.go4plans.co.uk/copyright



644,800

644,700

644,600

644,500

644,400

644,300

LEISTON

SURVEYED: JANUARY 2017

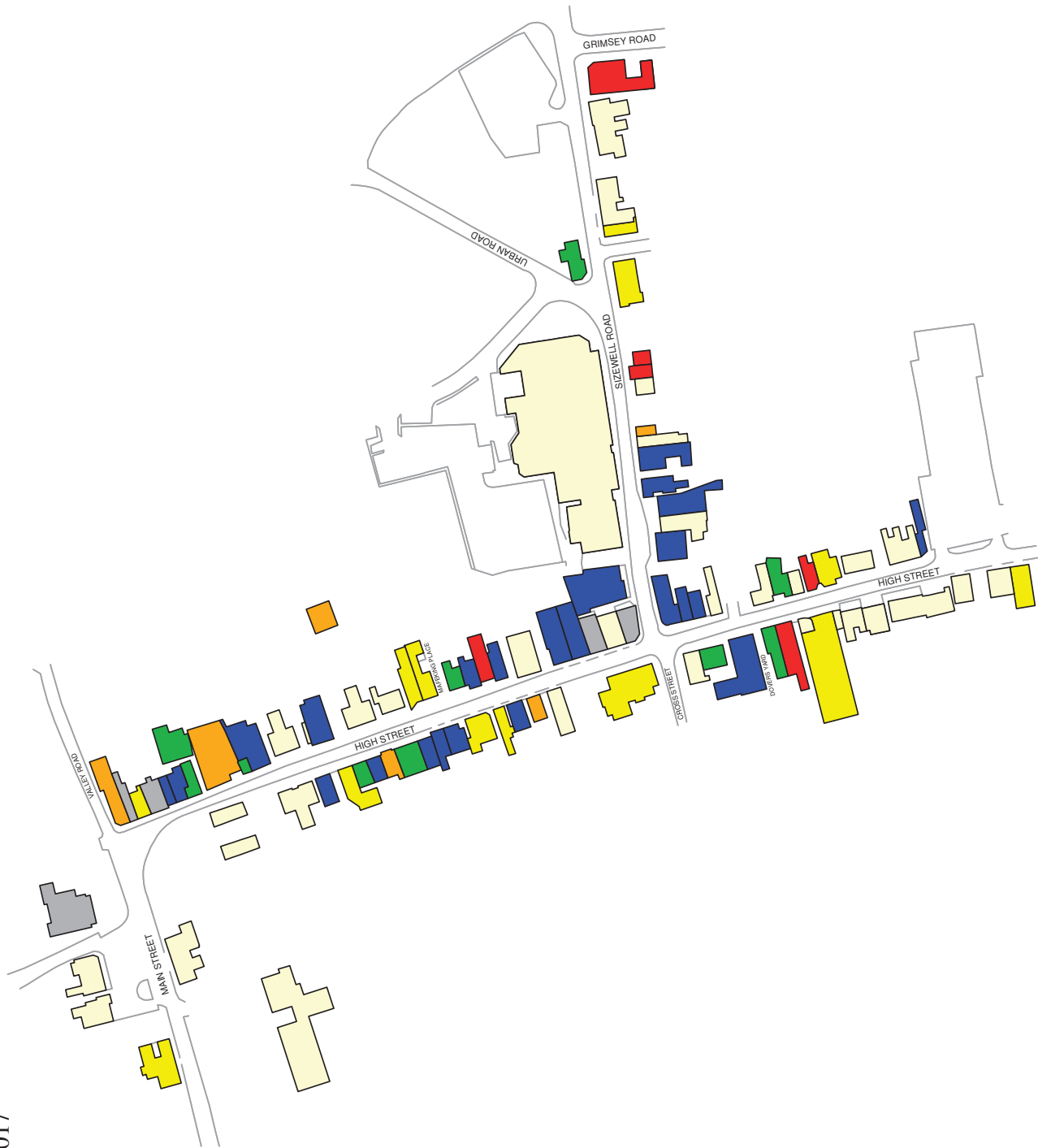
262,700

262,600

262,500

262,400

262,300





For more information on
our products and services
www.goadplans.co.uk
0845 601 6011
goad.sales@uk.experian.com



OS Ordnance
Survey

SCALE 1:1000



0 12.5 25 37.5 50 m

COPYRIGHT AND CONFIDENTIALITY NOTICE

2016 Experian Limited All Rights Reserved

This product includes map data from Ordnance Survey by the permission of HMSO. © Crown Copyright and database right of the Crown

For full terms & copyright conditions visit www.goadplans.co.uk/copyright

2016. All rights reserved. Ordnance Survey Licence number PU100017316.

ALDEBURGH

SURVEYED: JANUARY 2017



256,900

256,800

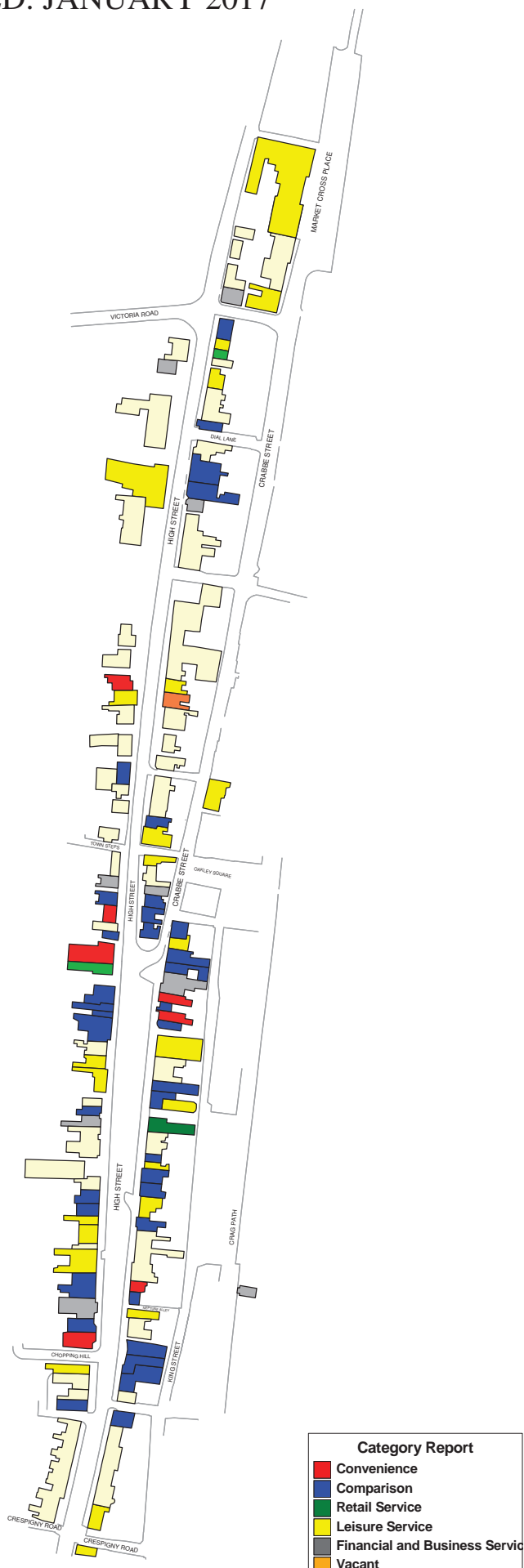
256,700

256,600

256,500

256,400

256,300



Appendix Q

Statistical Tables - Restaurant and Café/Coffee Shop Capacity



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT
RETAIL AND COMMERCIAL LEISURE STUDY**

Table 1: Per Capita Restaurant & Café/Coffee Shop Expenditure, by Zone (£)

Zone	2017	2021	2026	2031	3036
1	520	544	572	603	633
2	599	627	658	694	729
3	702	734	771	813	853
4	614	643	675	712	748
5	784	820	862	909	954
6	729	763	801	845	887
7	765	800	841	886	931
8	811	848	891	940	987
9	818	856	899	948	995
10	633	662	696	733	770
11	750	784	824	869	912
12	807	844	887	935	982
13	757	791	832	877	921
14	788	824	866	912	958
15	714	746	785	827	868
16	782	818	860	907	952

Notes

Per capita expenditure derived from Experian MMG3 data (March 2017)

Per capita expenditure projected forward using forecast growth rates provided by Experian (September 2016)

2015 Prices



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT
RETAIL AND COMMERCIAL LEISURE STUDY**

Table 2: Total Available Restaurant & Café/Coffee Shop Expenditure, by Zone (£m)

Zone	2017	2021	2026	2031	2036	Change 2017-21		Change 2017-26		Change 2017-31		Change 2017-36	
						No.	%	No.	%	No.	%	No.	%
1	20.0	21.5	23.4	25.3	27.2	1.5	7.7	3.4	17.0	5.3	26.7	7.2	36.2
2	20.7	22.2	24.2	26.2	28.1	1.6	7.7	3.5	17.0	5.5	26.7	7.5	36.2
3	37.6	40.3	43.6	47.1	50.7	2.7	7.2	6.0	15.9	9.5	25.2	13.1	34.8
4	24.1	25.9	28.2	30.5	32.8	1.8	7.7	4.1	17.0	6.4	26.7	8.7	36.2
5	69.9	75.3	82.1	89.6	97.6	5.4	7.7	12.2	17.4	19.7	28.2	27.7	39.7
6	43.1	46.5	50.7	55.6	60.7	3.4	7.8	7.6	17.7	12.4	28.9	17.6	40.7
7	20.9	22.6	24.7	27.1	29.6	1.7	7.9	3.8	17.9	6.1	29.3	8.7	41.4
8	17.9	19.1	20.7	22.4	24.3	1.3	7.0	2.8	15.7	4.6	25.5	6.4	36.1
9	8.6	9.1	9.8	10.6	11.4	0.6	6.5	1.2	14.4	2.0	23.4	2.8	33.1
10	18.6	19.9	21.3	23.0	24.8	1.2	6.5	2.7	14.4	4.4	23.4	6.2	33.1
11	8.3	8.9	9.5	10.3	11.1	0.5	6.5	1.2	14.4	1.9	23.4	2.8	33.1
12	6.1	6.5	7.0	7.6	8.2	0.4	6.8	0.9	15.1	1.5	24.5	2.1	34.7
13	4.9	5.3	5.7	6.2	6.7	0.3	6.8	0.7	15.0	1.2	24.4	1.7	34.5
14	9.3	9.9	10.7	11.5	12.4	0.6	6.5	1.3	14.4	2.2	23.4	3.1	33.1
15	7.0	7.5	8.0	8.7	9.4	0.5	6.5	1.0	14.4	1.6	23.4	2.3	33.1
16	12.0	12.8	13.8	14.9	16.1	0.8	6.7	1.8	15.2	2.9	24.4	4.0	33.7
Total	329.1	353.4	383.4	416.5	451.1	24.3	7.4	54.3	16.5	87.4	26.5	122.0	37.1

Notes

[1] to [5] Calculated by multiplying population by per capita Restaurant & Café/Coffee Shop spend

[6] = [2] - [1]

[7] = [2] / [1]

[8] = [3] - [1]

[9] = [3] / [1]

[10] = [4] - [1]

[11] = [4] / [1]

[12] = [5] - [1]

[13] = [5] / [1]

2015 Prices



**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT
RETAIL AND COMMERCIAL LEISURE STUDY**

Table 3a: Study Area Market Share of Restaurant Visits, by Zone (%)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
IPSWICH BOROUGH	57%	74%	52%	78%	13%	11%	13%	15%	13%	16%	7%	8%	5%	8%	11%	
Ipswich Town Centre	34%	61%	39%	40%	9%	5%	8%	8%	6%	3%	6%	4%	2%	7%	10%	
Waterfront	11%	9%	5%	7%	1%	5%	3%	3%	2%	1%	2%	2%			1%	
Other	11%	3%	7%	31%	3%	1%	5%	3%	5%	13%	2%	2%	3%	1%		
SUFFOLK COASTAL DISTRICT	14%	10%	43%	9%	2%	1%	3%	75%	82%	82%	82%	65%	73%	75%	70%	6%
Woodbridge Town Centre	3%	14%	2%	2%				51%	68%	3%	60%	29%	19%	3%	3%	
Felixstowe Town Centre	10%	2%	1%				1%	1%	5%	67%						
Felixstowe - seafont / waterfront	2%							3%	1%	8%	5%	5%	5%	18%	41%	
Aldeburgh Town Centre											2%	1%	8%	47%	1%	
Saxmundham Town Centre							2%		1%							1%
Framlingham Town Centre												8%	32%			7%
Leiston Town Centre	2%	6%	28%	7%	1%			20%	7%	5%	14%	22%	18%	8%	18%	3%
Villages/Other																
OUTSIDE IPSWICH/SUFFOLK COASTAL AREAS	30%	16%	5%	12%	86%	88%	84%	11%	5%	2%	11%	27%	22%	17%	19%	94%
Bury St Edmunds	2%	1%	1%		2%	54%	15%	1%	1%	2%		1%	6%			
Stowmarket					21%	21%	36%				1%					
Sudbury		2%			13%											
Hadleigh	13%				14%			4%								
Colchester	2%		2%		5%		5%	2%			2%	3%	13%	2%		
Central London	19%	12%	2%	12%	30%	14%	24%	8%	3%		8%	23%	3%	15%	19%	94%
Other																
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 3b: Study Area Market Share of Café/Coffee Shop Visits, by Zone (%)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
IPSWICH BOROUGH	86%	79%	62%	86%	16%	6%	11%	7%	6%	5%	9%	9%	1%	2%	1%	1%
Ipswich Town Centre	84%	79%	40%	64%	16%	6%	11%	3%	5%	5%	6%	9%	1%		1%	
Ipswich - Waterfront	2%		7%	2%				1%	1%					2%		
Other			15%	20%				2%								1%
SUFFOLK COASTAL DISTRICT	9%	12%	29%	6%	2%		3%	83%	88%	91%	88%	60%	90%	81%	93%	19%
Woodbridge Town Centre		5%	18%	4%				68%	75%	2%	76%	26%	6%	15%	9%	
Felixstowe Town Centre	9%	3%	2%	2%				2%	4%	12%						
Felixstowe - seafont / waterfront							3%	2%				16%	73%			3%
Framlingham Town Centre											2%			4%	25%	
Aldeburgh Town Centre								2%	2%		1%		3%	54%	19%	16%
Saxmundham Town Centre								2%		3%				37%		
Leiston Town Centre					2%			7%	7%		9%	18%	8%	8%	4%	
Villages/Other	4%	7%														
OUTSIDE IPSWICH/SUFFOLK COASTAL AREAS	5%	9%	9%	8%	82%	94%	87%	10%	6%	4%	3%	31%	8%	17%	5%	79%
Bury St Edmunds		4%			2%	57%	14%	2%		2%			4%			
Stowmarket	3%				26%	26%	28%					2%				
Sudbury					32%											
Colchester			3%	2%	22%	4%										
Interchange Retail Park			2%	4%	5%	17%	3%							7%		
Central London	2%	5%	4%	5%		6%	42%	9%	6%	2%	3%	29%	4%	10%	5%	79%
Other																
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:
Market share figures Questions 22 and 23, NEMS Household Survey, February 2017



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT
RETAIL AND COMMERCIAL LEISURE STUDY

Table 4a: Study Area Market Share of Restaurant Visits, by Zone (£m)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total Survey Derived Turnover (£m)	Inflow (%)	Inflow £m)
IPSWICH BOROUGH Ipswich Town Centre Waterfront Other	4.5	8.2	9.6	6.3	3.9	1.3	1.1	0.9	0.3	0.4	0.3	0.2	0.0	0.4	0.4	0.0	38.0	15	5.7
	1.5	1.2	1.3	1.0	0.4	1.4	0.4	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	7.5	15	1.1
	1.4	0.4	1.8	4.9	1.5	0.3	0.7	0.4	0.3	1.5	0.1	0.1	0.1	0.1			13.6		
SUFFOLK COASTAL DISTRICT Woodbridge Town Centre Felixstowe Town Centre Felixstowe - Seafrost / Waterfront Aldeburgh Town Centre Saxmundham Town Centre Framlingham Town Centre Leiston Town Centre Villages/Other	0.4	3.3	0.3	0.7				6.0	3.8	0.3	3.2	1.2	0.6	0.2	0.2		20.1	10	2.0
	1.4	0.2	0.3				0.2	0.1	0.3	8.1							10.6	10	1.1
	0.2							0.3	0.1	0.9							1.2	15	0.2
								0.3	0.1		0.3	0.2	0.2	1.1	1.9		3.9	15	0.6
											0.1	0.1	0.1	2.8	0.0		3.1	10	0.3
							0.2		0.1			0.3	1.0			0.1	1.7	10	0.2
											0.8	0.9	0.6	0.5	0.8	0.2	0.5	10	0.0
	0.2	0.7	6.9	1.1		0.2		2.3	0.4	0.6							16.2		
OUTSIDE IPSWICH/SUFFOLK COASTAL AREAS Bury St Edmunds Stowmarket Sudbury Hadleigh Colchester Central London Other	0.3	0.3			1.0	15.0	2.1	0.1	0.1	0.2		0.1	0.2				19.5		
					9.7	5.9	4.9				0.1						10.8		
		0.2			6.1												9.7		
	1.7				6.3		0.5										6.3		
	0.2		0.5		2.2		0.6	0.2		0.1	0.1	0.1	0.4	0.1			8.5		
	2.0	1.6	0.4	1.9	13.7	3.9	3.3	0.9	0.2	0.4	0.9	0.1	0.9	0.9	7.3		4.5		
																	38.5		
TOTAL	13.0	13.4	24.5	15.7	45.4	26.0	13.6	11.6	5.6	12.1	5.4	4.0	3.2	6.1	4.6	7.8	214.0		

Table 4b: Study Area Market Share of Café/Coffee Shop Visits, by Zone (£m)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total Survey Derived Turnover (£m)	Inflow (%)	Inflow £m)
IPSWICH BOROUGH Ipswich Town Centre Ipswich - Waterfront Other	5.9	5.7	5.3	5.4	3.8	0.9	0.8	0.2	0.2	0.3	0.2	0.2	0.0		0.0		28.9	15	4.3
	0.1		0.9	0.1				0.1	0.0					0.1			1.3	15	0.2
			1.9	1.7													3.9		
SUFFOLK COASTAL DISTRICT Woodbridge Town Centre Felixstowe Town Centre Felixstowe - Seafrost / Waterfront Aldeburgh Town Centre Saxmundham Town Centre Framlingham Town Centre Leiston Town Centre Villages/Other	0.4	2.4	0.4					4.3	2.3	0.1	2.2	0.6	0.1	0.5	0.2		13.4	10	1.3
	0.7	0.2	0.3	0.1				0.1	0.1	4.8							6.2	10	0.6
										0.8							1.2	15	0.2
								0.1			0.1			0.1	0.6		0.9	15	0.1
									0.1		0.0		0.1	1.8	0.5	0.7	3.0	10	0.3
							0.2	0.1				0.3	1.3			0.1	2.1	10	0.2
								0.1						0.9	0.1		1.0	10	0.1
	0.3	1.0		0.4				0.5	0.2	0.2	0.3	0.4	0.1	0.3	0.1		3.7		
OUTSIDE IPSWICH/SUFFOLK COASTAL AREAS Bury St Edmunds Stowmarket Sudbury Colchester Interchange Retail Park Central London Other	0.3				0.4	8.7	1.0	0.1		0.1			0.1				10.7		
	0.2				7.9	4.0	2.0					0.0					6.2		
					5.5												7.9		
			0.4		0.9												5.9		
				0.2	0.9	0.7											1.8		
			0.3		1.3		0.2										2.1		
	0.1	0.4	0.5	0.5	4.1	0.9	3.0	0.5	0.2	0.1	0.1	0.6	0.1	0.3	0.1	3.3	15.0		
TOTAL	7.0	7.2	13.2	8.4	24.5	15.1	7.3	6.3	3.0	6.5	2.9	2.1	1.7	3.3	2.5	4.2	115.2		

Notes
65% of 'Restaurant & Café/Coffee Shop Expenditure' assessed to be for restaurant spend with 35% assessed to be café/coffee shop spend (Source: Experian)
Figures may not add due to rounding
2015 Prices



IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT
RETAIL AND COMMERCIAL LEISURE STUDY

Table 4c: Combined Study Area Market Share of Restaurant & Café/Coffee Shop Visits, by Zone (£m)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total Survey Derived Turnover (£m)	Inflow (%)	Inflow £m)
IPSWICH BOROUGH																			
Ipswich Town Centre	10.3	13.9	14.9	11.7	7.7	2.2	1.9	1.1	0.5	0.7	0.5	0.3	0.1	0.4	0.5		66.8		10.0
Ipswich - Waterfront	1.6	1.2	2.2	1.2	0.4	1.4	0.3	0.5	0.1	0.1	0.1	0.1	0.1	0.1	0.0		8.8		1.3
Other	1.4	0.4	3.7	6.6	1.5	0.3	0.7	0.5	0.3	1.5	0.1	0.1	0.1	0.1		0.1	17.5		
SUFFOLK COASTAL DISTRICT																			
Woodbridge Town Centre	0.8	5.7	0.7	0.7				10.2	6.0	0.4	5.5	1.7	0.7	0.7	0.4		33.5		3.4
Felixstowe Town Centre	2.0	0.2	0.6	0.1			0.2	0.3	0.4	12.9							16.7		1.7
Felixstowe - Seafrost / Waterfront	0.2	0.2	0.3					0.1	1.7								2.4		0.4
Aldeburgh Town Centre								0.4	0.1		0.3	0.2	0.2	1.2	2.5		4.8		0.7
Saxmundham Town Centre								0.1	0.1		0.2	0.1	0.1	4.6	0.5	0.7	6.1		0.6
Framlingham Town Centre							0.4	0.1	0.1		0.7	2.3	0.7	0.2			3.8		0.4
Leiston Town Centre								0.1									1.5		0.1
Villages/Other	0.2	1.0	7.8	1.1	0.4	0.2		2.7	0.6	0.8	1.1	1.2	0.7	0.7	0.9	0.2	19.9		
OUTSIDE IPSWICH/SUFFOLK COASTAL AREAS																			
Bury St Edmunds	0.6	0.3		1.5	23.7	3.1	7.0	0.2	0.1	0.4		0.1	0.3				30.2		
Stowmarket					9.8						0.1	0.0					17.0		
Sudbury				17.5			0.5										17.6		
Colchester	1.7		0.4		11.8												14.3		
Interchange Retail Park				0.2	0.9	0.7											1.8		
Central London	0.2		0.8		3.5			0.9	0.2		0.1	0.1	0.4	0.4			6.5		
Other	2.2	2.2	1.0	2.4	23.9	4.8	6.4	1.4	0.3	0.1	0.5	1.5	0.2	1.2	1.0	10.6	59.8		
TOTAL	20.0	20.7	37.6	24.1	69.9	43.1	20.9	17.9	8.6	18.6	8.3	6.1	4.9	9.3	7.0	12.0	329.2		

Notes

Derived from Tables 4a and 4b

2015 Prices

**IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT
RETAIL AND COMMERCIAL LEISURE STUDY**

TABLE 5: ESTIMATED CAPACITY FOR NEW RESTAURANT & CAFÉ/COFFEE SHOP FLOORSPACE

Table 5a: Estimated 'Capacity' for Restaurant & Café/Coffee Shop Floorspace in Ipswich Town Centre/Waterfront

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure £m	Floorspace Requirement (£m) ³
2017	86.9	75.6	11.3	0.0	-
2021	90.5	89.3	13.4	12.2	2,235
2026	95.1	96.9	14.5	16.3	2,871
2031	99.9	105.2	15.8	21.1	3,564
2036	105.0	114.0	17.1	26.0	4,231

Notes:

1. Allows for increased turnover efficiency of 1% per annum

2. Assumes study area market share claimed by Ipswich Town Centre/Waterfront facilities increases from 22.9% to 25.2% from 2021 (10% uplift)

3 Average sales density for new floorspace assessed to be £5,250 per sq.m (at 2017). An allowance made for increased turnover efficiency of 1% per annum

2015 prices

Table 5b: Estimated 'Capacity' for Restaurant & Café/Coffee Shop Floorspace in Suffolk Coastal District

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure £m	Floorspace Requirement (£m) ³
Woodbridge Town Centre					
2017	36.9	33.5	3.4	0.0	-
2021	38.4	36.0	3.6	1.2	235
2026	40.3	39.1	3.9	2.6	486
2031	42.4	42.4	4.2	4.3	759
2036	44.6	46.0	4.6	6.0	1,023
Felixstowe Town Centre/Waterfront					
2017	21.2	19.1	2.0	0.0	-
2021	22.0	20.6	2.2	0.7	135
2026	23.2	22.3	2.4	1.5	279
2031	24.3	24.2	2.6	2.5	436
2036	25.6	26.2	2.8	3.4	587
Saxmundham Town Centre					
2017	6.7	6.1	0.6	0.0	-
2021	7.0	6.6	0.7	0.2	48
2026	7.4	7.1	0.7	0.5	98
2031	7.7	7.7	0.8	0.8	154
2036	8.1	8.4	0.8	1.1	207
Aldeburgh Town Centre					
2017	5.5	4.8	0.7	0.0	-
2021	5.8	5.2	0.8	0.2	39
2026	6.1	5.6	0.8	0.4	81
2031	6.4	6.1	0.9	0.6	127
2036	6.7	6.6	1.0	0.9	170
Framlingham Town Centre					
2017	4.2	3.8	0.4	0.0	-
2021	4.4	4.1	0.4	0.1	30
2026	4.6	4.4	0.4	0.3	61
2031	4.8	4.8	0.5	0.5	96
2036	5.1	5.2	0.5	0.7	129
Leiston Town Centre					
2017	1.6	1.5	0.1	0.0	-
2021	1.7	1.6	0.2	0.1	11
2026	1.8	1.7	0.2	0.1	24
2031	1.9	1.9	0.2	0.2	37
2036	2.0	2.0	0.2	0.3	50

Notes:

1. Allows for increased turnover efficiency of 1% per annum

2. Assumes constant study area market share claimed by facilities in Suffolk Coastal District

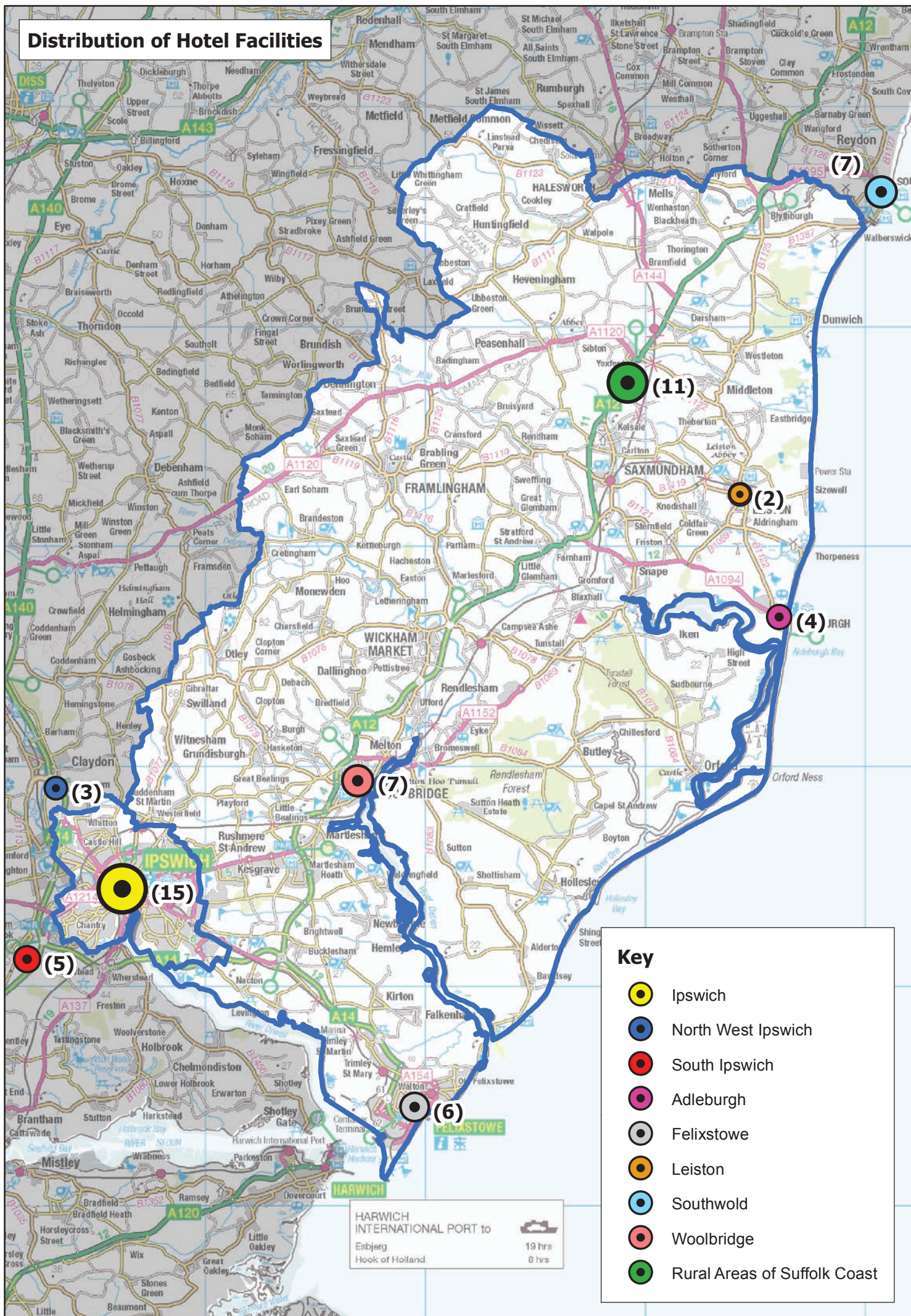
3 Average sales density for new floorspace assessed to be £5,000 per sq.m (at 2017) for Felixstowe & Woodbridge and £4,500/sq m (at 2017) for Saxmundham, Aldeburgh, Framlingham and Leiston. An allowance made for increased turnover efficiency of 1% per annum

2015 prices

Appendix R

Plan Showing Location of Hotel Provision in Ipswich & Suffolk Coastal Areas

Distribution of Hotel Facilities



Appendix S

List of Hotels in Ipswich & Suffolk Coastal Areas

**IPSWICH BOROUGH & SUFFOLK COASTAL DISTRICT
RETAIL & LEISURE STUDY, 2017
LIST OF HOTELS WITHIN IPSWICH & SUFFOLK COASTAL AREAS**



Premier Inn Ipswich Town Centre Quayside	The Crown and Castle, Orford
Premier Inn Ipswich South	The Crown at Woodbridge
Premier Inn Ipswich (Chantry Park)	Ufford Park Hotel Ltd, Woodbridge
Premier Inn Ipswich South East	The Bull Hotel, Woodbridge
Travelodge Ipswich	Three Tuns Coaching Inn
Novotel Ipswich Centre	Woodhall Manor
Holiday Inn Ipswich	Seckford Hall
Holiday Inn Ipswich Orwell	The Wentworth Hotel, Aldeburgh
Carlton Hotel	The White Lion Hotel, Aldeburgh
Salthouse Harbour Hotel	The Mill Inn, Aldeburgh
The Shipwrights Arms Hotel	The Brudenell Hotel, Aldeburgh
Station Hotel	The Toll House
The Chequers Hotel	White Horse Hotel, Leiston
Pentahotel Ipswich	The Eels Foot Inn, Leiston
Bentley Tower Hotel	The Westleton Crown
Belstead Brook Muthu Hotel	Trustans Barn
Kesgrave Hall	The Bell at Sax
Best Western Claydon Country House Hotel	The Ship at Dunwich
Best Western Gatehouse Hotel	Thorpe Hotel & Golf Club
Travelodge Ipswich Capel St Mary	Wilderness Reserve
Travelodge Ipswich Beacon Hill	Sibton White Horse Inn
Travelodge Ipswich Stowmarket	Colston Hall
Premier Inn Ipswich North	The Anchor
Ipswich Hotel	Sati's House
The Mermaid	Newlands Country House Ltd
Best Western, Brook Hotel, Felixstowe	The Crown Hotel
The Orwell Hotel, Felixstowe	The Blyth Hotel
Premier Inn Felixstowe Town Centre	Sutherland House Hotel
Marlborough Hotel, Felixstowe	The Swan Hotel
Dolphin Hotel, Felixstowe	The Randolph
The Fludyers Hotel, Felixstowe	The Angel

Appendix T

Assessment of Potential Development Sites in Ipswich Borough

Site Assessment Pro-Forma

Site 1: St Peter's Port



View from Star Lane looking south east

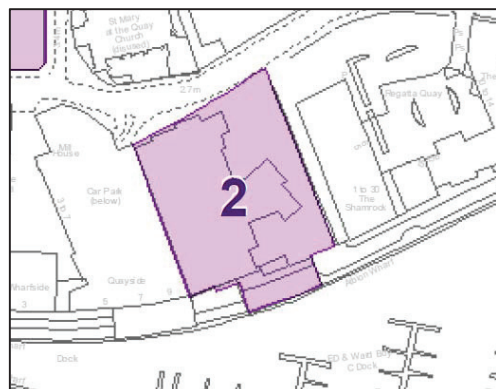
Assessment Criteria	Comments
Site Description	
Location	Located along Star Lane/ College Street gyratory.
Site area/size	0.54ha
Existing land uses	Vacant land/property, including Wolsey's Gate Scheduled Ancient Monument and listed building fronting College Street.
Adjoining land uses	<ul style="list-style-type: none"> - Listed St Peter's Church to west. - Foundation Street to east (Listed St Mary at the Quay Church beyond). - College Street to the south (Dance East Studio's, residential and vacant buildings beyond (including Sites 3, 4 & 5)). - Star Lane to the north (car park and employment use beyond (including Sites 10 and 11)).
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary but outside Central Shopping Area (CSA)) and Primary Shopping Area (PSA) – out of centre in retail policy terms / town centre in leisure policy terms. - Allocated for employment use (site IP035) for around 30% B1 office use alongside hotel, small-scale retail and car parking. - Located within Opportunity Area B – Merchant Quarter. - Within the Waterfront and Island Site (SP11) –where a mix of residential, community, office, arts, culture and tourism uses will be permitted. - Within AQMA.
Accessibility	
By car	Site accessible from Star Lane or College Street
By public transport	<ul style="list-style-type: none"> - Train station located 800m west of site. - Bus stops are located on Foundry Lane and Key Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Not aware of any significant access constraints to development. - Site large enough to accommodate some onsite parking provision.
Impacts on neighbouring properties/land	Impacts of redevelopment on scheduled ancient monument, listed buildings and conservation area will be a key consideration.



Constraints to Development	
Visual Impact	<ul style="list-style-type: none"> - Prominent site which has the potential to be significantly enhanced with redevelopment. - The development of the site (in particular layout and active frontages) will need to carefully consider maximising the linkages between town centre and the waterfront.
Servicing	Any redevelopment will need to consider the ability to service the use without materially impacting on College Street and Star Lane.
Difficulties with displacing existing uses	None
Environmental impacts	<ul style="list-style-type: none"> - Redevelopment will need to take into account heritage designations (including known significantly important archaeology) and flood risk constraints. - We understand the site may also have contamination issues that would need to be overcome.
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> - Hotel use, as part of a mixed-use development (including limited retail and food and drink use), already considered acceptable by the Council. - Not considered to be suitable for large scale retail redevelopment. - Site is out-of-centre in retail policy terms and not currently well related to existing retail uses in PSA. In line with the sequential test potential sites in the PSA, edge-of-centre sites and the out-of-centre sites which are accessible and better connected to the PSA will need to be considered first. - Site within town centre in leisure policy terms therefore leisure uses are acceptable in principle.
Development Costs	<ul style="list-style-type: none"> - Archaeology and potential contamination remediation will add significant costs to the redevelopment of this site. - We understand that the existing listed building on site is currently being refurbished so refurbishment should not add to development costs.
Timescale	Short to medium term opportunity (subject to archaeology and potential contamination remediation requirements).
Commercial Attractiveness	The site is located in a highly visible and prominent location at the waterfront and therefore likely to be attractive to small scale retail and commercial leisure operators.
Additional Considerations	
Ability to meeting identified needs	<ul style="list-style-type: none"> - The site has the ability to meet some limited retail and leisure needs. - As evidence from the planning history of the site it also has the ability to meet hotel needs although viability may be an issue.
Retail/ Leisure Trade Draw	Small scale retail/leisure use unlikely to materially harm the vitality and viability of the town centre. Important for proposed layout and ground floor uses not to act as a barrier to potential links between waterfront and town centre or create inactive/dead frontages.
Conclusions	
<p>There are a number of constraints to the redevelopment of the site which are likely to impact on viability. There is high potential for archaeological remains of possible national significance on the site. The site is currently vacant and redevelopment would not require the relocation of existing uses. The site is allocated for employment B1 office use alongside other suitable uses including hotel, small-scale retail and car parking, although planning permission has previously been granted for mixed-use development including 3 hotels alongside retail, restaurant, office uses. Listed building consent (ref. 11/00707/IBC) has also been granted for conversion to bar/restaurant use of the listed building. It is considered that the site is suitable for hotel provision together with small scale complementary/ancillary retail/leisure uses on ground floor. It is important for uses at ground floor to enhance pedestrian links between town centre and the Waterfront.</p>	

Site Assessment Pro-Forma

Site 2: Regatta Quay ('The Wine Rack')



View from pedestrian walkway to east of the site

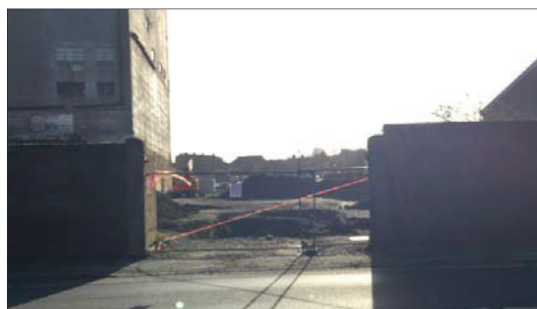
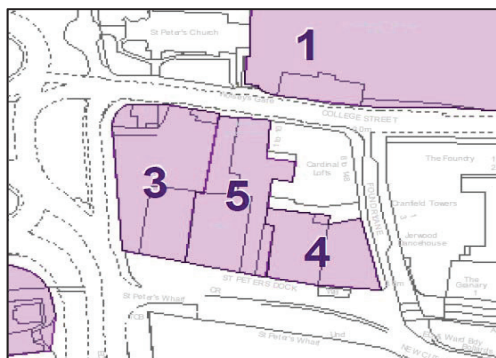
Assessment Criteria	Comments
Site Description	
Location	Located along Key Street along the waterfront.
Site area/size	0.19ha
Existing land uses	<ul style="list-style-type: none"> - Planning permission for residential development (147 units) with commercial and leisure use at ground floor has been partly implemented with the 19-storey building structure in place. - LEP and HCA recently approved a £15m loan to restart development. - Construction is due to restart in early 2018
Adjoining land uses	Commercial/ leisure buildings to east and west occupied by Anytime Fitness and Dance East. Residential located above Dance East. Listed Building St Mary at the Quay Church located to the north of the site.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (outside Central Shopping Area (CSA) and Primary Shopping Area (PSA)) – out of centre in retail policy terms. - Located within Wet Dock Conservation Area and Flood Zone 3. - Within the Waterfront (SP11) – where a mix of residential, community, office, arts, culture and tourism uses will be permitted. - Located within Opportunity Area B – Merchant Quarter.
Accessibility	
By car	Site accessible from Key Street (subject to satisfactory junction arrangements).
By public transport	Train station located 900m west of site. Bus stops are located to the north of the site on Key Street and on Foundry Lane.
Constraints to Development	
Access/Parking	NA – site being developed and therefore no longer a potential site opportunity



Constraints to Development	
Impacts on neighbouring properties/land	As above
Visual Impact	As above
Servicing	As above
Difficulties with displacing existing uses	As above
Environmental impacts	As above
Development Characteristics & Implementation	
Land Uses	- The principle of residential led mixed-use development with retail/leisure at ground floor has been accepted by the Council by virtue of grant of planning permission for residential led mixed use development on the site.
Development Costs	NA
Timescale	Site no longer available.
Commercial Attractiveness	NA
Additional Considerations	
Ability to meeting identified needs	Planning permission granted for 465sq m of A3/A4 retail floorspace at ground floor level
Retail/Leisure Trade Draw	NA
Conclusions	
<p>Planning permission for residential development with limited commercial and leisure use at ground floor has been partly implemented with the 19-storey ('Winerack') building structure in place. The 'Winerack' involves 149 residential units and 465sq m of A3/A4 retail floorspace across 3 units. Construction is due to restart early 2018.</p>	

Site Assessment Pro-Forma

Site 3: 4 College Street and Beason Site



View from College Street

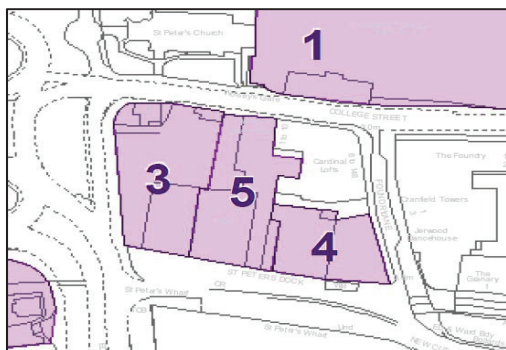
Assessment Criteria	Comments
Site Description	
Location	Located to the east of Bridge Street/ College Street gyratory. Site faces onto Waterfront.
Site area/size	0.18ha
Existing land uses	4 College Street – Grade II Listed building. Rest of the site is vacant land, formerly used as a car park.
Adjoining land uses	<ul style="list-style-type: none"> - College Street to the north (Listed St Peter's Church and Wolsey's Gate Scheduled Ancient Monument beyond). - Vacant former St Peter's Warehouse (Site 5) adjacent to the east. - Bridge Street gyratory to the west (food and drink uses beyond). - Waterfront to the south.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (outside Central Shopping Area (CSA) and Primary Shopping Area (PSA) – out-of-centre in retail policy terms. - Allocated for residential use (site IP132) for around 73 dwellings alongside B1a office use (0.5ha), leisure or small-scale retail at ground and first floor. - Located within Opportunity Area B – Merchant Quarter. - Within the Waterfront and Island Site (SP11) – where a mix of residential, community, office, arts, culture and tourism uses will be permitted. - Located within Area of Archaeological Importance, Conservation Area, Flood Zone 3, Tall Building Arc (DM6) and AQMA.
Accessibility	
By car	Site accessible from College Street to the north and St Peter's Wharf to the south (subject to satisfactory junction arrangements).
By public transport	Train station located 800m west of site. Bus stops are located on Foundry Lane, St Peter's Street and Key Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Not aware of any significant access constraints to development. - Potential to accommodate some onsite parking.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impacts of redevelopment on listed building on site and surrounding heritage assets will be a key consideration. - Impact on adjoining opportunity Sites 5 and 4 (Former St Peters Warehouse and Burtons Warehouse) will require consideration including whether there is an opportunity for a wider comprehensive redevelopment scheme.



Constraints to Development	
Visual Impact	<ul style="list-style-type: none"> - Prominent 'gateway' site which has the potential to be significantly enhanced from its redevelopment. - Location of the site on key pedestrian link between the town centre and Waterfront. - Site highly visible from one of main vehicular routes into town centre.
Servicing	Any redevelopment will need to consider the ability to service the use without materially impacting on College Street, particularly as the access is close to the traffic light junction and gyratory, and St Peter's Wharf.
Difficulties with displacing existing uses	No issues although it is noted that the site was previously used for car parking and a planning application (ref. 17/00216/FPI3) to extend the use of the site for short stay car parking for a further temporary period has recently been approved.
Environmental impacts	Redevelopment will need to consider heritage designations (including archaeology), flood risk constraints and address AQMA requirements.
Development Characteristics & Implementation	
Land Uses	- Limited ground floor retail and food and drink use already considered acceptable by the Council. Planning permission has previously been granted for mixed-use development including 64 flats, retail (A1-A2 use), restaurant, office use at ground and first floor level and car parking and conversion of listed building to residential use.
Development Costs	<ul style="list-style-type: none"> - The site is under single ownership (Ipswich Borough Council). - Archaeology investigations/potential constraints and the refurbishment of the listed building on site will result in increased development costs.
Timescale	Short to medium term opportunity (subject to archaeology requirements).
Commercial Attractiveness	The site is located in a highly visible and prominent location at the waterfront and therefore likely to be attractive to small scale retail and commercial leisure operators
Additional Considerations	
Ability to meeting identified needs	Site has the ability to meet a limited amount of the retail and/or commercial leisure need at ground floor level as part of a residential/office led redevelopment.
Retail/ Leisure Trade Draw	Small scale retail/leisure use unlikely to materially harm the vitality and viability of the town centre providing it is complementary to the town centre.
Conclusions	
<p>This prominent 'gateway' site is currently vacant. The site contains a number of constraints to redevelopment, including a listed building, which are likely to impact on viability.</p> <p>The site is allocated for residential and employment B1 office use alongside other suitable uses including leisure and small-scale retail at lower levels. Planning permission has previously been granted for such uses alongside a restaurant, conversion of the listed building and car parking.</p> <p>The site is considered to have potential to provide some limited retail and/or commercial leisure uses at ground floor level as part of a residential or office led redevelopment. Consideration should be given to whether the site can be redeveloped alongside neighbouring Sites 5 and 4 (Former St Peters Warehouse and Burtons Warehouse).</p>	

Site Assessment Pro-Forma

Site 4: Burtons Warehouse



View of Site from Foundry Lane

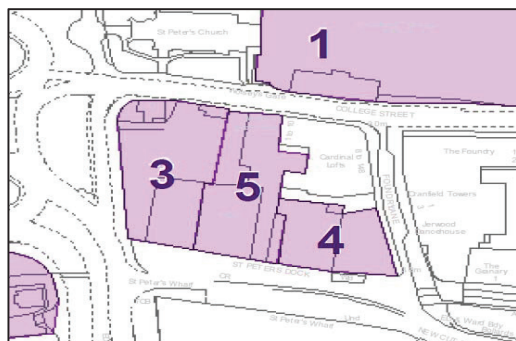
	Comments
Site Description	
Location	South of Key Street fronting the waterfront. View of the site from Foundry Lane
Site area/size	0.19ha
Existing land uses	Vacant property.
Adjoining land uses	<ul style="list-style-type: none"> - Residential (Cardinal Lofts) and Cardinal Lofts Swimming Pool located to the north. - Vacant former St Peter's Warehouse site to the west (Site 5). - Foundry Lane to the east (Dance East and residential beyond). - St Peters Wharf and Waterfront to the south.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (outside Central Shopping Area (CSA) and Primary Shopping Area (PSA) – out of centre in retail policy terms. - Allocated for residential use (site IP205) with capacity for 125 dwellings. - Located within Opportunity Area B – Merchant Quarter. - Within the Waterfront and Island Site (SP11) –where a mix of residential, community, office, arts, culture and tourism uses will be permitted. - Located within Area of International Archaeological Importance (Anglo Saxon & Medieval Waterfront), Conservation Area, Flood Zone 3 and Tall Building Arc (DM6).
Accessibility	
By car	Site accessible from St Peter's Wharf or Foundry Lane (subject to satisfactory junction arrangements).
By public transport	<ul style="list-style-type: none"> - Train station located approx 800m west of site. - Bus stops are located on Foundry Lane and to the north east on Key Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Site currently accessed from Foundry Lane and St Peter's Wharf. - Subject to proposed layout arrangements site large enough to accommodate some onsite parking provision.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impacts of redevelopment on conservation area will be a key consideration. - Impact on amenity, particularly daylight, of residents in Cardinal Lofts and Foundry may need to be carefully considered, subject to height of proposed building. - Impact on adjoining opportunity Sites 5 and 3 (Paul's Silo and Beason Site) will require consideration including whether there is an opportunity for a wider comprehensive redevelopment scheme.



Constraints to Development	
Visual Impact	Prominent waterfront site which has the potential to have a significant positive visual impact on the Waterfront.
Servicing	Any redevelopment will need to consider the ability to service the use via Foundry Lane or St Peter's Wharf without materially impacting on existing highways arrangements.
Difficulties with displacing existing uses	None
Environmental impacts	<ul style="list-style-type: none"> - Redevelopment will need to take into account the sites location within Area of International Archaeological Importance. - Consideration will need to be given to the sites location within a conservation area and flood risk constraints.
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> - Site allocated for residential development of up to 125 dwellings. - Notwithstanding current allocation, due to the sites location with the town centre, the principle of leisure use on the site is acceptable - Site is out-of-centre in retail policy terms and not currently well related to existing retail uses in PSA. In line with the sequential approach test potential sites in the PSA, edge-of-centre sites and sites accessible and better connected to the PSA will need to be considered first.
Development Costs	<ul style="list-style-type: none"> - No land assembly costs - the site is under single ownership (Ipswich Borough Council). - Archaeology investigations/potential constraints will result in increased development costs.
Timescale	Short to medium term opportunity (subject to archaeology requirements).
Commercial Attractiveness	The site is located in a highly visible and prominent location at the waterfront and therefore likely to be attractive to small scale retail and commercial leisure operators
Additional Considerations	
Ability to meeting identified needs	Site has potential to provide retail and commercial leisure uses at ground floor level as part of a residential led redevelopment.
Retail/ Leisure Trade Draw	Providing retail/leisure uses on ground floor are small scale and complimentary to the town centre there is unlikely to be any significant adverse impacts on the town centre.
Conclusions	
<p>The site is identified to be redeveloped for residential use within the Local Plan. The key constraint impacting upon redevelopment is likely to relate to archaeology. Archaeology is likely to impact on both viability and potential redevelopment timescales. The site is currently unoccupied and redevelopment would not require relocation of existing uses.</p> <p>The site is considered to have potential to meet a limited amount of retail and/or commercial leisure uses at ground floor level as part of a residential led redevelopment. Consideration should be given to whether the site can be redeveloped alongside neighbouring Sites 5 and 3 (Paul's Silo and Beason Site).</p>	

Site Assessment Pro-Forma

Site 5: Former St Peters Warehouse Site



View from College Street

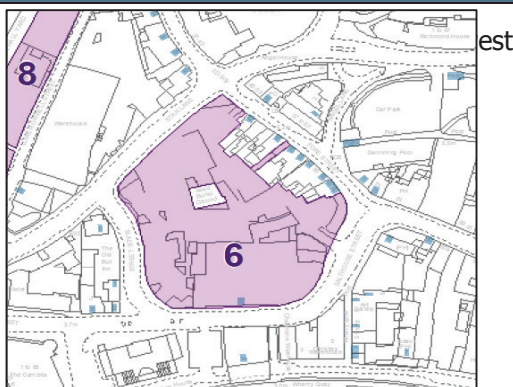
Assessment Criteria	Comments
Site Description	
Location	Located to the south of College Street, situated between Sites 3 (Beason Site) and 4 (Burtons Warehouse). Site faces onto Waterfront
Site area/size	0.16ha
Existing land uses	Vacant St Peters Warehouse building and car parking.
Adjoining land uses	<ul style="list-style-type: none"> - College Street to the north (Listed St Peter's Church and Wolsey Gate Scheduled Ancient Monument beyond). - Burton Warehouse (Site 4) to the east - Car parking on Beason site and listed building (4 College Street) (Site 3) to west. - St Peter's Wharf and the Waterfront to the south.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (outside Central Shopping Area (CSA) and Primary Shopping Area (PSA) – out of centre in retail policy terms. - Allocated for residential use (site IP132) for around 48 dwellings with commercial uses on lower two floors. - Located within Opportunity Area B – Merchant Quarter. - Within the Waterfront and Island Site (SP11) –where a mix of residential, community, office, arts, culture and tourism uses will be permitted. - Located within Area of International Archaeological Importance (Anglo Saxon & Medieval Waterfront), Conservation Area, Flood Zone 3 and Tall Building Arc (DM6). - Northern part of site within AQMA.
Accessibility	
By car	Site currently accessed from St Peters Wharf.
By public transport	<ul style="list-style-type: none"> - Train station located 800m west of site. - Bus stops are located on Foundry Lane and Key Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Site currently accessed from St Peter's Wharf to the south only and therefore has limited accessibility. - Access could potentially be achieved from College Street subject to suitable highways arrangements and comprehensive redevelopment of sites 3 and 4 alongside 5.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impacts on conservation area and heritage assets located to the north and west will be a key consideration. - Impact on adjoining opportunity Sites 3 and 4 (Beason Site and Burtons Warehouse) will require consideration including whether there is an opportunity for a wider comprehensive redevelopment scheme.



Constraints to Development	
Visual Impact	<ul style="list-style-type: none"> - The site, together with Sites 3 and 4, is in a prominent location. - Redevelopment/refurbishment has the potential to significantly enhance the area/Waterfront and one of the main 'gateways' into Ipswich Town Centre. - Location of the site on key pedestrian link between the town centre and Waterfront.
Servicing	<ul style="list-style-type: none"> - Servicing for the site is currently restrained with vehicular access only available from St Peters Wharf. - The ability to service the site from the north without materially impacting on College Street may need to be considered.
Difficulties with displacing existing uses	Part of the site is currently being used for a pay and display parking (operated by Total Car Parks). Its displacement is unlikely to be a particular issue.
Environmental impacts	Redevelopment will need to consider heritage designations (in particular archaeology if redevelopment proposed), flood risk constraints and address AQMA requirements.
Development Characteristics & Implementation	
Land Uses	- Allocated for residential use (48 dwellings) with commercial uses on ground/first floors. Accordingly, the principle of commercial uses has been accepted by the Council.
Development Costs	<ul style="list-style-type: none"> - We understand that the existing site is under single ownership. - If existing building demolished archaeology investigation and associated excavation work will add costs to the redevelopment of this site.
Timescale	Short/Medium term opportunity (subject to archaeology requirements).
Commercial Attractiveness	The site is located in a highly visible and prominent location at the waterfront and therefore likely to be attractive to small scale retail and commercial leisure operators.
Additional Considerations	
Ability to meeting identified needs	Site has potential to provide limited retail or commercial leisure uses at ground floor level as part of a residential led redevelopment.
Retail/ Leisure Trade Draw	Providing limited retail and leisure uses proposed on ground floor and is complimentary to the town centre there is unlikely to be any significant adverse impacts on the town centre.
Conclusions	
<p>The site is currently allocated for residential use alongside employment/ commercial uses at lower levels. Redevelopment of the site (whether utilising the existing building or not) will need to consider heritage assets. Development costs may vary depending on whether the existing building is being re-used.</p> <p>The site is considered to have potential to provide some limited retail and/or commercial leisure uses at ground floor level as part of a residential led redevelopment. Consideration should be given to whether the site can be redeveloped alongside neighbouring Sites 3 and 4 (Beason site and Burtons Warehouse).</p>	

Site Assessment Pro-Forma

Site 6: Merchant Quarter Site



View from east of the site looking west

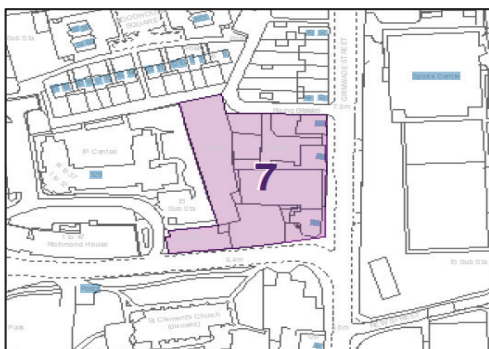
Assessment Criteria	Comments
Site Description	
Location	Site is situated to the south of Star Lane and Fore Street.
Site area/size	0.7ha
Existing land uses	The site presently provides car parking operated by Total Car Parks, a hand car wash facility and a used car sales showroom. The listed Jewish Burial Ground is located in the centre of the site and also a listed building (warehouse to the rear of 54-58 Fore Street).
Adjoining land uses	<ul style="list-style-type: none"> - The site is surrounded on all sides by the road network - To the east, beyond Fore Street, is a swimming pool, residential and small commercial units. - To the south, beyond Key Street/ Salthouse Street, is a mix of primarily commercial uses and the Waterfront. - To the west, beyond Slade Street, is commercial and hotel use - To the north, beyond Star Lane, are retail, leisure and commercial uses.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (outside Central Shopping Area (CSA) and Primary Shopping Area (PSA) – site is located out of centre in retail policy terms (306m from PSA). - Allocated for residential use (site IP043) (circa 50 dwellings) together with B1/leisure use. - Located within an Opportunity Area B – Merchant Quarter. - Within the Waterfront and Island Site (SP11) –where a mix of residential, community, office, arts, culture and tourism uses will be permitted. - Listed buildings on site and located within Conservation Area, Area of Archaeological Importance (IPS413) and AQMA.
Accessibility	
By car	Site currently accessed from Star Lane to the north and Salthouse Street to the south-east.
By public transport	<ul style="list-style-type: none"> - Train station located 1.2 miles west of site. - Bus stops are located on Fore Street, Key Street and Grimwade Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Achieving satisfactory access to development not considered to be an issue. - The site is considered to be large enough to provide onsite parking.
Impacts on neighbouring properties/land	Careful design layout required to take into account the Jewish Burial Ground, the number of listed buildings nearby and the conservation area.



Constraints to Development	
Visual Impact	The 'island' nature of the site results in it being viewed on all sides from the public highway. Careful consideration will need to be given to 'backs' and 'fronts' of any potential development scheme.
Servicing	Servicing for the site is unlikely to be problematic (subject to proposed use and layout).
Difficulties with displacing existing uses	Whilst there are existing uses on the site we understand they are on short term leases and therefore are unlikely to delay any potential redevelopment.
Environmental impacts	<ul style="list-style-type: none"> - Redevelopment will need to take into account heritage designations, in particular the Jewish burial ground and also archaeology - AQMA requirements will also need to be taken into account.
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> - Current allocation for the site is residential together with office/ commercial - The Council has previously (2011) resolved to grant planning permission for mixed-use development of 403 student bedrooms, entertainment venue, medical centre, retail, office, cafe and other ancillary development (expired). - Given its location within the town centre the site is suitable in principle for leisure use, although in retail terms, the site is an out-of-centre site and is not particularly well related to the PSA at present or shops located nearby on Fore Street.
Development Costs	<ul style="list-style-type: none"> - We understand the site is in single ownership. - The heritage assets on site, both in terms of investigative work and their incorporation into a potential scheme, will impact on development costs.
Timescale	Short/ medium term opportunity.
Commercial Attractiveness	The site is unlikely to be attractive for large scale retail and leisure use. Likely to be more attractive for other mixed use development.
Additional Considerations	
Ability to meeting identified needs	The site has the ability to meet some limited retail/leisure use on ground floor.
Retail/ Leisure Trade Draw	<p>Any retail or leisure use on this site should complement rather than compete with the leisure/ retail uses at the nearby Waterfront and within the town centre.</p> <p>The surrounding road network makes it difficult for any retail/ leisure uses on this site to relate well with the Waterfront/CSA.</p>
Conclusions	
<p>The site is surrounded on all sides by the road network. There are a number of key constraints with its redevelopment, which primarily relate to heritage assets. The viability will be impacted on the requirement to incorporate existing heritage assets into any scheme. The site is allocated for residential development alongside office/ leisure use.</p> <p>The site is considered to potentially be suitable for limited retail/ leisure uses. Location, linkages and relationships with the Waterfront and the Primary Shopping Area will need to be carefully considered to make sure retail/ leisure uses complement rather than compete with these areas.</p>	

Site Assessment Pro-Forma

Site 7: Peter's Ice Cream and Car Sales Site



View of eastern boundary along Grimwade Street

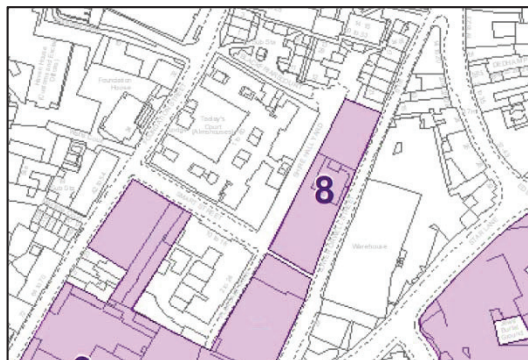
Assessment Criteria	Comments
Site Description	
Location	Site is situated on corner of Star Lane and Grimwade Street.
Site area/size	0.32ha
Existing land uses	The site primarily consists of commercial uses but also includes a vacant building on south eastern corner and a hand car wash facility.
Adjoining land uses	<ul style="list-style-type: none"> - Grimwade Street is to the east (Sports Club beyond) - Star Lane to the south (Listed St Clements Church beyond). - Commercial and residential uses to the west and north.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (outside Central Shopping Area (CSA) and Primary Shopping Area (PSA) – out of centre in retail policy terms. - Grimwade Local Centre located to the north of the site. - Allocated for residential use (site IP012) (circa 29 dwellings). - Located within Opportunity Area D – Education Quarter. - Site within Ipswich Area of International Archaeological Importance (Anglo Saxon & Medieval Waterfront) (IPS413). - Southern part of site located within AQMA. - Conservation Area to south of site. - Situated adjacent to Waterfront and Island Site (SP11).
Accessibility	
By car	Site currently accessed from Star Lane and Grimwade Street.
By public transport	<ul style="list-style-type: none"> - Train station located 1.4 miles west of site. - Bus stops are located on Fore Street and Grimwade Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Existing vehicular access to the site is fairly narrow. - Any access arrangements will need to take into account Star Lane/ Grimwade Street junction. - Site is large enough to accommodate some limited onsite parking (subject to proposed layout).
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impacts of redevelopment on listed Church and conservation area located to the south will be a key consideration. - Amenity of residents to the north and west will also need to be taken into account.



Constraints to Development	
Visual Impact	Due to the sites location adjacent to a conservation area and nearby listed Church the design of any redevelopment scheme will need to be of a high quality.
Servicing	Adequate servicing arrangements would need to be secured for the site as part of redevelopment. If existing accesses are utilised potential consideration would need to be given to their widening.
Difficulties with displacing existing uses	The site is in use by different parties which may need to find alternative premises if the site is redeveloped.
Environmental impacts	<ul style="list-style-type: none"> - Redevelopment will need to take into account archaeology matters (site is in Area of International Archaeological Importance), address AQMA requirements and nearby heritage assets. - Subject to local surface water flooding. - We also understand that the site has potential contamination issues.
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> - Allocated for residential development of around 29 dwellings - Planning permission was granted in March 2009 subject to S106 agreement for student accommodation (397 units), with 6 commercial units and B1a office use. The permission has now expired. - Site is out-of-centre in retail policy terms and not currently well related to existing retail uses in PSA or CSA. - Site is town centre in leisure policy terms therefore leisure acceptable in principle. - The site could accommodate some limited small scale retail/leisure units as part of an extended Grimwade Local Centre.
Development Costs	<ul style="list-style-type: none"> - The site is in mixed ownership, though partly owned by IBC, mixed ownership may impact development costs. - Viability will be impacted by archaeology investigations/ mitigation and potential contamination remediation.
Timescale	- Short/ medium term opportunity (dependent on archaeological matters).
Commercial Attractiveness	Due to the location and size of the site it is unlikely to be attractive to large scale retail and commercial leisure operators. Likely to be more attractive for non-retail/ leisure uses.
Additional Considerations	
Ability to meeting identified needs	<ul style="list-style-type: none"> - Whilst the site has the physical ability to meet some of the identified retail and leisure needs it is not well related to the PSA. - The site could accommodate some limited small scale retail/leisure units as part of a potential extension to Grimwade Local Centre.
Retail/ Leisure Trade Draw	NA
Conclusions	
<p>Redevelopment of the site is likely to be constrained by multiple ownerships, archaeological and potential contamination present which may impact upon viability and timescales. Due to the sites relationship with existing retail and leisure uses within the town centre we do not consider this site to be suitable for large scale retail/ leisure use. The site could however accommodate some limited small scale retail/leisure units as part of a potential extension to Grimwade Local Centre.</p>	

Site Assessment Pro-Forma

Site 8: Lower Orwell Street/ Star Lane



View from Lower Orwell Street to south

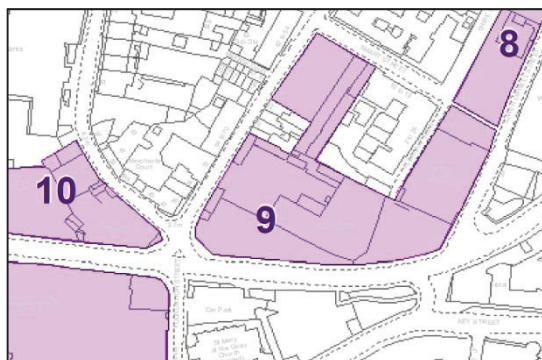
Assessment Criteria	Comments
Site Description	
Location	Located to the east of Lower Orwell Street.
Site area/size	0.15ha
Existing land uses	Former disused health and fitness (Gym and Trim) unit and associated car park.
Adjoining land uses	<ul style="list-style-type: none"> -Shire Hall Road to west (Tooleys Court sheltered housing beyond) -Lower Orwell Street to east (locally listed building and retail warehouses and car parking beyond). -Residential uses are to the north -First Bus Depot, car parking and employment works (Site 9) to south.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (outside Central Shopping Area (CSA) and Primary Shopping Area (PSA) – edge-of-centre in retail policy terms. -Allocated for residential use (site IP011A) - 14 dwellings. -Located within Opportunity Area B – Merchant Quarter. -Numerous Tree Preservation Orders on site -Scheduled Ancient Monument covers majority of site (Area of Middle and Late Saxon and Medieval Defences). -Located within Area of Archaeological Importance -Adjacent to Conservation Area & locally listed buildings (10-18 Smart St).
Accessibility	
By car	Site accessible from Lower Orwell Street
By public transport	Train station located approx 0.8 miles west of site. Bus stops are located on Fore Street and on Key Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> -Site currently accessed from Lower Orwell Street. Subject to use, potential additional/new access could be obtained from Shire Hall Yard. -Subject to proposed layout arrangements site is large enough to accommodate some onsite parking provision.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> -Impacts on amenity of adjacent residential would need to be considered. -Design of the development and impact on neighbouring conservation area and locally listed buildings would also need to be taken into account. -Impact on adjoining opportunity Site 9 (Foundation Street) will require consideration including whether there is an opportunity for a wider comprehensive redevelopment scheme.



Constraints to Development	
Visual Impact	<ul style="list-style-type: none"> -This impact on neighbouring residential properties will need to be carefully considered and the likely requirement to retain the TPO'd trees on the site. -Proposed relationship with existing surrounding industrial/business units will also need to be carefully considered.
Servicing	Any redevelopment will need to consider the ability to service the use via Lower Orwell Street and/or potentially from Shire Hall Road, without materially impacting on existing highway arrangements.
Difficulties with displacing existing uses	None
Environmental impacts	Any redevelopment will need to be carefully designed so as to take into account the Scheduled Ancient Monument, its location within an Area of Archaeological Importance, numerous TPOs on site, and the adjacent Conservation Area.
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> -The site is allocated for residential development of around 14 dwellings. -Site is edge-of-centre in retail policy terms but not currently well related to existing retail uses in PSA. In line with the sequential approach test potential sites in the PSA, and sites accessible and better connected to the PSA will need to be considered first. -Site is town centre in leisure policy terms therefore leisure acceptable in principle.
Development Costs	<ul style="list-style-type: none"> -We understand that the site is in single ownership. -Potential archaeology investigation and incorporation of TPO'd trees will impact development costs. -We understand that the site may require improvements to existing water supply and foul sewerage networks to enable redevelopment which will incur additional costs.
Timescale	Short/ medium term opportunity (dependent on archaeological investigation/mitigation requirements).
Commercial Attractiveness	Due to the lack of prominent road frontage and relationship with existing retail/leisure uses the site is unlikely to be commercially attractive to retail/leisure operators.
Additional Considerations	
Ability to meeting identified needs	Whilst the site has the ability to meet some of the identified retail/leisure needs the site is not considered to be suitable for retail/leisure use.
Retail/ Leisure Trade Draw	NA
Conclusions	
<p>Having regard to the lack of prominent road frontage and relationship with existing retail/leisure uses in the PSA the site is unlikely to be commercially attractive to retail/leisure operators. We consider that the site is more suitable for non-retail/leisure uses in accordance with its allocation in the Local Plan.</p>	

Site Assessment Pro-Forma

Site 9: Foundation Street, Star Lane



View from Foundation Street

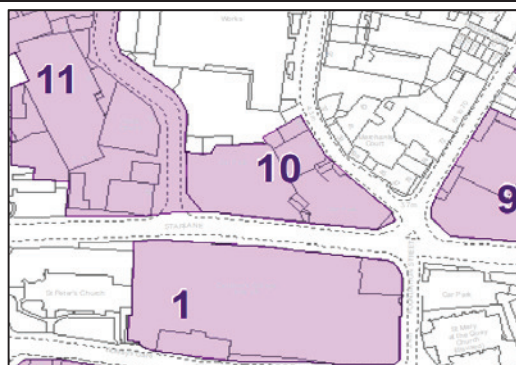
Assessment Criteria	Comments
Site Description	
Location	Located to north of Star Lane, south of Smart Street, west of Foundation Street, and east of Lower Orwell Street.
Site area/size	0.69ha
Existing land uses	First Bus Depot, Smart Street Public Car Park, employment works and motor spray unit.
Adjoining land uses	<ul style="list-style-type: none"> - Smart Street and vacant gym (Site 8) and 10-18 Smart Street (locally listed building) to north - Star Lane to south (Listed St Mary at the Quay Church beyond). - Lower Orwell Street to east (retail warehouses, bowling and car parking beyond). - Foundation Street and 3 residential terraced properties to west (residential and commercial uses beyond).
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (outside Central Shopping Area (CSA) and Primary Shopping Area (PSA) – edge-of-centre in retail policy terms. - Allocated primarily for residential use (site IP011B) (50 dwellings) together with employment B1 uses (office, research & development, and light industrial uses) - Located within Opportunity Area B – Merchant Quarter. - Two separate Scheduled Ancient Monuments (Area of Middle and Late Saxon and Medieval Defences) in the southern part of site. - Within Area of Archaeological Importance. - Tree Preservation Order on site and adjacent to Conservation Area
Accessibility	
By car	Site currently has access points from Star Lane, Foundation Street, and Smart Street.
By public transport	<ul style="list-style-type: none"> - Train station located approx 0.8 miles west of site. - Bus stops are located on Fore Street and on Key Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Subject to proposed use and layout arrangements access unlikely to be a constraint. - Site large enough to accommodate onsite parking provision.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impacts on amenity of adjacent residents, listed Church, conservation area and locally listed building will be key considerations. - Impact on adjoining opportunity Site 8 (Lower Orwell Street/ Star Lane) will require consideration including whether there is an opportunity for a wider comprehensive redevelopment scheme.



Constraints to Development	
Visual Impact	<ul style="list-style-type: none"> - The site is visible from main highway network to the south, east and west. Consideration would need to be given to the layout of the site and its frontage onto Star Lane. - Due to the sites location adjacent to a conservation area and nearby listed Church the design of any redevelopment scheme will need to be of a high quality.
Servicing	Adequate servicing arrangements could be secured from the site using existing accesses.
Difficulties with displacing existing uses	<ul style="list-style-type: none"> - First Bus Depot will require relocating prior to development commencing. - Possibility that existing public car parking provision may also need to be re-provided elsewhere.
Environmental impacts	<ul style="list-style-type: none"> - Redevelopment will need to take into account the Scheduled Ancient Monument, location within an Area of Archaeological Importance and the TPOs on/adjacent to site. It will also need to take into account the sites location adjacent to heritage assets. - We understand there is also potential for contamination which will need to be investigated and possible remediation undertaken.
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> - The site is allocated primarily for residential development (50 dwellings) together with B1 employment use. - Site is defined as edge-of-centre in retail policy terms but not currently well related to existing retail uses in PSA. In line with the sequential approach test potential sites in the PSA, and any sites accessible and better connected to the PSA, will need to be considered first. - Site is defined as town centre in leisure policy terms therefore leisure acceptable in principle.
Development Costs	<ul style="list-style-type: none"> - We understand the site is under multiple ownership, with the car park owned by IBC, albeit the majority is owned by First Bus. - Archaeology investigations, potential contamination and the Scheduled Ancient Monument on site will result in increased development costs.
Timescale	- Short/ medium term - subject to securing relocation of bus depot and dealing with all archaeology matters. We understand there is also potential for contamination on site which will add to timescales if remediation work is required.
Commercial Attractiveness	<ul style="list-style-type: none"> - Unlikely to be commercially attractive for large scale retail/leisure uses. - Due to its frontage onto Star Lane site could be potentially attractive to hotel occupier.
Additional Considerations	
Ability to meeting identified needs	<ul style="list-style-type: none"> - Subject to redevelopment uses/layout the southern part of the site could potentially accommodate limited retail/leisure uses at ground floor level. - The site is also physically capable of accommodating a hotel.
Retail/ Leisure Trade Draw	Large scale retail and/or commercial leisure development on this site are likely to have a negative impact on the town centre.
Conclusions	
<p>Whilst the site could accommodate some limited complementary retail/leisure uses at ground floor in the waterfront area there are considered to be more suitable sites along the actual waterfront that should take priority for small scale complementary retail/leisure use so a critical mass of such uses should be established first.</p>	

Site Assessment Pro-Forma

Site 10: Star Lane



View from Lower Brook Street

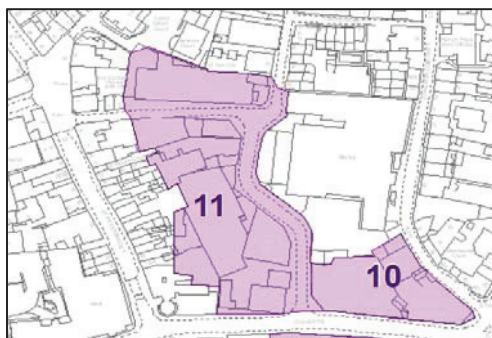
Assessment Criteria	Comments
Site Description	
Location	Located to north of Star Lane and to the east of Lower Brook Street.
Site area/size	Approx 0.25ha
Existing land uses	Turret Lane Public Car Park, private car park, and residential uses
Adjoining land uses	<ul style="list-style-type: none"> - Star Lane to the south (Site 1 including listed St Peters Church beyond) - Turret Lane to the west (car workshops and employment uses beyond). - Lower Brook Street to the east (residential and commercial uses beyond) - Commercial uses to the north – planning permission (ref. IP/16/01037/FUL) for McCarthy & Stone retirement accommodation.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (outside Central Shopping Area (CSA) and Primary Shopping Area (PSA) – edge-of-centre in retail policy terms. - Site is located within allocation (IP054) (together with Site 11 (Star Lane/ Turret Lane/ Rose Lane)) for mixed-use including significant B1a office use on this part of the site and residential (28 dwellings), small-scale retail, public car parking. - Located within Opportunity Area B – Merchant Quarter. - Within Area of Archaeological Importance. - Two Scheduled Ancient Monuments in the southern part of the site (Area of Middle and Late Saxon and Medieval Defences). - The eastern part of the site lies within Central Conservation Area and southern part within AQMA. - 32 Lower Brook Street is a listed building.
Accessibility	
By car	Site currently has access points from Lower Brook Street to the east and Turret Lane to the west.
By public transport	<ul style="list-style-type: none"> - Train station located approx 960m west of site. - Bus stop located on Key Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Access unlikely to be a constraint to development. - Subject to proposed development and layout arrangements site large enough to accommodate onsite parking.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impacts of redevelopment on Scheduled Ancient Monuments and listed buildings on site and conservation area will be a key consideration. - Impacts on amenity of nearby residential will need to be carefully considered. - If site bought forward in isolation the impact on adjoining opportunity Site 11 (Star Lane, Turret Lane, Rose Lane) will require consideration.



Constraints to Development	
Visual Impact	<ul style="list-style-type: none"> - The site is visible from main highway network to the south and is located on a pedestrian link between the town centre to the Waterfront. As such, consideration would need to be given to the layout of the site and its frontage onto Star Lane/ Turret Lane and Lower Brook Street. - A high quality design is likely to be required due to the site containing, and being situated in close proximity to, listed buildings and being partly within a conservation area.
Servicing	It is considered adequate servicing arrangements could be secured from the site using existing accesses (subject to satisfactory highways arrangements).
Difficulties with displacing existing uses	Short stay car parking is likely to be required to be relocated or accommodated on site as part of redevelopment.
Environmental impacts	Redevelopment will need to take into account: the Scheduled Ancient Monument; location within an Area of Archaeological Importance; listed buildings and conservation; and flooding matters.
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> - Allocated primarily for office use alongside residential, small-scale retail, and public car parking as part of a wider site (IP054). - Current planning application (ref. 17/00005/FUL) and conservation area consent for partial demolition and redevelopment of 30A to 32 Lower Brook Street to provide three dwellings. - Site is edge-of-centre in retail policy terms but not currently well related to existing retail uses in PSA. In line with the sequential approach test potential sites in the PSA, and sites accessible and better connected to the PSA will need to be considered first. - Site within town centre in leisure policy terms therefore leisure uses are acceptable in principle. - We understand Montague Asset Management LPP currently own the site and are looking at a number of redevelopment options.
Development Costs	<ul style="list-style-type: none"> - The majority of the site is under single ownership (Archant Car Park). - Archaeology investigations and Scheduled Ancient Monument on site will result in increased development costs.
Timescale	Short/ medium term (subject to archaeology).
Commercial Attractiveness	Unlikely to be attractive to large scale retail or leisure uses. Sites along the waterfront are likely to be more attractive to small scale complimentary ground floor retail and leisure uses. Due to its frontage onto Star Lane the site it could be potentially attractive to hotel occupier.
Additional Considerations	
Ability to meeting identified needs	- The site not considered suitable for large scale retail development but does have the ability to meet a limited amount of the identified retail and leisure need at ground floor level.
Retail/ Leisure Trade Draw	Leisure uses on this town centre site are acceptable in principle. Limited complimentary retail use is unlikely to result in significant adverse impact on the PSA.
Conclusions	
<p>Due to the sites location within the defined town centre boundary leisure development (including hotel use) on the site is acceptable in principle. Whilst the site does provide the ability to provide small scale complementary retail/leisure use on ground floor level in the waterfront area it is important to seek to prioritise such uses on the actual Waterfront first so a critical mass of such uses is established. Consideration should also be given to whether the site can be redeveloped alongside neighbouring Site 11 (Star Lane, Turret Lane, Rose Lane) as part of a wider redevelopment scheme to seek to bring forward stronger links to existing retail and leisure uses within the primary shopping area.</p>	

Site Assessment Pro-Forma

Site 11: Star Lane, Turret Lane, Rose Lane



View from Rose Lane

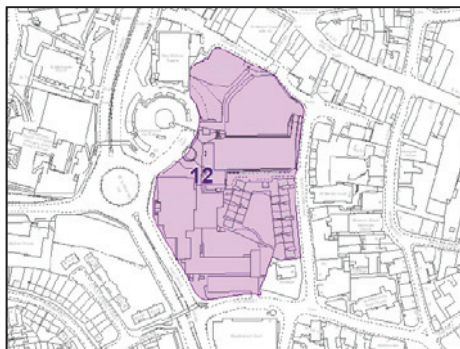
Assessment Criteria	Comments
Site Description	
Location	Located to north of Star Lane and to the east of Turret Lane.
Site area/size	1.72ha
Existing land uses	<ul style="list-style-type: none"> - Incorporates two parcels of land and lengths of Turret Lane and Rose Lane. - Parcel of land in the northern part of the site contains covered public car park - Parcel of land in the middle/southern part of the site contains various commercial and employment uses, vacant units and public car parking.
Adjoining land uses	<ul style="list-style-type: none"> - Star Lane to the south (Site 1 including listed St Peters Church beyond) - Numerous listed buildings fronting St Peters Street to the west. - Turret Lane to the east (Site 10 containing car park, Scheduled Ancient Monument and listed buildings and above McCarthy & Stone retirement accommodation permitted March 2017 (ref. IP/16/01037/FUL)). - Rose Lane to the north (car parking beyond).
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (outside Central Shopping Area (CSA) and Primary Shopping Area (PSA) – edge-of-centre in retail policy terms. - Site is located within allocation (IP054) together with Site 10 (Star Lane) for mixed-use including predominantly residential development (28 dwellings) on this site and significant B1a office and leisure use, some small-scale retail and public car parking to east of Turret Lane. - Located within Opportunity Area B – Merchant Quarter. - Within Area of Archaeological Importance and Flood Zone 2. - Western part of the site lies within Central Conservation Area and southern part of the site within AQMA.
Accessibility	
By car	Site currently has numerous access points from Star Lane to the south, Turret Lane to the east and Rose Lane to the north.
By public transport	<ul style="list-style-type: none"> - Train station located approx 800m west of site. - Bus stops located on St Peter's Street and Key Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Numerous existing accesses could be utilised subject to highways arrangements. - Subject to proposed development and layout arrangements site large enough to accommodate some onsite parking.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impacts of redevelopment on Conservation Area and nearby Scheduled Ancient Monuments and listed buildings will be a key consideration. - If site bought forward in isolation the impact on adjoining opportunity Site 10 (Star Lane) will require consideration.



Constraints to Development	
Visual Impact	<ul style="list-style-type: none"> - The site is visible from main highway network. Consideration would need to be given to the layout of the site and its frontages. - A high-quality design will be required due to the site being situated partly within a conservation area and in close proximity to listed
Servicing	It is considered adequate servicing arrangements could be secured from the site using existing access/accesses.
Difficulties with displacing existing uses	<ul style="list-style-type: none"> - The majority of the site is still in active use by a number of occupiers. - Existing car parking may require relocation or be re-provided on site.
Environmental impacts	<ul style="list-style-type: none"> - Redevelopment will need to take into account heritage assets including archaeology and conservation area and adjacent listed buildings - Flood risk issues will also need to be considered.
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> - The site forms part of Local Plan allocation (IP054) for mixed-use development including residential (identified for this site) and B1a office use, leisure, small-scale retail and public car parking to east of Turret Lane (Site 10). - Given its location within the town centre the site is suitable in principle for leisure uses. - Site is edge-of-centre in retail policy terms. It is however, primarily as a result of being located to the rear of shops/services on St Peter's Street, not particularly well related to the PSA.
Development Costs	<ul style="list-style-type: none"> - We understand the site may be in multiple ownership which is likely to add costs to land assembly. - Archaeology investigations will result in increased development costs.
Timescale	- Medium term (subject to archaeology, land assembly and potential requirement for relocation of car parking provision).
Commercial Attractiveness	<ul style="list-style-type: none"> - Site not considered to be commercially attractive to large scale retail development. - Due to its size and frontage onto Star Lane the site could be attractive to leisure uses, including a hotel.
Additional Considerations	
Ability to meeting identified needs	<ul style="list-style-type: none"> - Site has the ability to meet some leisure needs and a limited level of complementary retail need at ground floor level. - The site also has the ability to meet identified hotel needs
Retail/ Leisure Trade Draw	<ul style="list-style-type: none"> - Leisure uses on this town centre site are acceptable in principle. Limited complimentary retail use is unlikely to result in significant adverse impact on the PSA.
Conclusions	
<p>The site provides a potential opportunity, together with Site 10 and Archant works, to deliver a large mixed-use redevelopment. If the site is bought forward in isolation the impact on adjoining opportunity Site 10 (Star Lane) will require careful consideration.</p> <p>Due to the sites location within the defined town centre boundary leisure development (including hotel use) is acceptable in principle. Whilst the site does provide the ability to provide small scale complementary retail/leisure use on ground floor level in the waterfront area it is important to seek to prioritise such uses on the actual Waterfront first so a critical mass of these uses is established.</p>	

Site Assessment Pro-Forma

Site 12: Westgate



View from Black Horse Lane

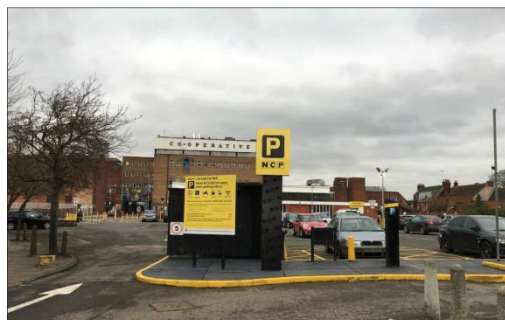
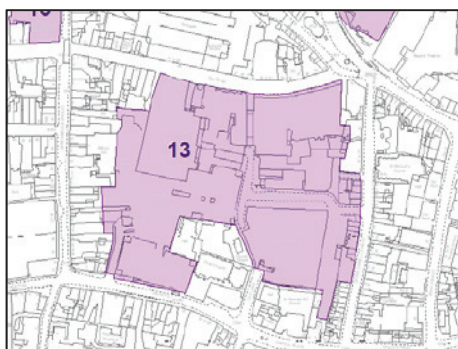
Assessment Criteria	Comments
Site Description	
Location	Located off Civic Drive and to north of Elm Street, the east of Black Horse Lane and south of Chapman Lane.
Site area/size	1.6ha
Existing land uses	Wolsley and Elm Street public car parks, former Court building (currently occupied by Volunteering Matters) and residential.
Adjoining land uses	<ul style="list-style-type: none"> - Civic Drive, New Wolsey Theatre and Spiral Car Park to the west - Chapman Lane to the north (retail/commercial uses on Westgate Street & Crown Street beyond). - Black Horse Lane to the east (residential commercial and community uses beyond). - Elm Street to the south (Magistrates Court beyond).
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the Town Centre boundary, Central Shopping Area (CSA) and Primary Shopping Area (PSA). - Allocated primarily for retail development (Site IP040 and Policy SP10) (10-15,000sq m floorspace capacity) and potential residential uses. - Located within Opportunity Area E – Westgate. - Majority of site within Area of Archaeological Importance. - Site adjacent to conservation area and listed buildings on Black Horse Ln.
Accessibility	
By car	Site is currently accessible by car from all four sides.
By public transport	<ul style="list-style-type: none"> - Train station located approx 970m south west of site. - Bus stops located on Civic Drive and St Matthews Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Access not considered to be a constraint to development. - Existing parking (in part or full) will need to be re-provided as part of any redevelopment scheme.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impacts on amenity of adjacent residents and relationship with New Wolsey Theatre will be important consideration. - Impacts of redevelopment on nearby Conservation Area and listed buildings will be a key consideration.



Constraints to Development	
Visual Impact	<ul style="list-style-type: none"> - The site is visible from main highway network to the east. - A high quality design will be required given the sites location adjacent to conservation area and listed buildings, and also given the Council's long term aspirations to enhance the public realm and create new urban space within the site.
Servicing	Servicing not considered to be a constraint to development.
Difficulties with displacing existing uses	<ul style="list-style-type: none"> - Existing parking (in part or full) may need to be re-provided as part of any redevelopment scheme. - Occupiers of existing residential properties may need relocating.
Environmental impacts	<ul style="list-style-type: none"> - Redevelopment will need to take into account the sites location within an Area of Archaeological Importance - Scheme will need to be carefully designed to have regard to the adjacent conservation area and listed buildings. - Issues such as potential contamination and surface water flooding matters will need to be addressed.
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> - Retail and commercial leisure use acceptable in principle. - Whilst site is within the PSA it is located behind existing shops/services behind Westgate Street with poor pedestrian connectivity. - Pedestrian connectivity and relationship between site and existing prime retail/service uses will need to be improved. - Food and drink uses would support existing New Wolsey Theatre. - The site (excluding residential on Black Horse Lane) is currently being marketed for residential led mixed use development. The informal views of planning officers, based on the information provided at formal pre-application stage, was one of in-principle support.
Development Costs	<ul style="list-style-type: none"> - Site is in multiple ownership (Ipswich Borough Council, Hanover Housing Association, Charterhouse Investments LLP) which may add development costs in terms of land assembly. - Archaeology investigations will result in increased development costs. - Potential requirement to CPO existing properties fronting Westgate to improve linkage with existing primary shopping frontage zone will impact on development costs.
Timescale	Medium term - subject to archaeology, potential ownership matters and relocation/ accommodation of residential uses on site.
Commercial Attractiveness	<ul style="list-style-type: none"> - Primarily due to the site not being in a prime/central retail location the site has not been commercially attractive to major retailers. - We understand previous proposals for a retail-led redevelopment scheme have not materialised because of lack of major retailer, including food retailer, interest.
Additional Considerations	
Ability to meeting identified needs	Site has the ability to be able to meet a large part of the identified retail and leisure needs
Retail/ Leisure Trade Draw	There is likely to be a positive impact of retail uses on this site on the future health of the town centre
Conclusions	
<p>The site is currently allocated in the Local Plan as the key town centre site to deliver large scale retail development (10,000-15,000sq m floorspace capacity). However, whilst in planning terms it is one of the most sequentially preferable sites able to meet large scale retail/leisure needs (the other being Mint Quarter) there is evidence to suggest that it is not commercially attractive to retailers.</p> <p>The owners of the site are currently marketing it (excluding residential on Black Horse Lane) for residential-led mixed use development with a limited amount of retail (2,047sq m gross), A3 (165sq m gross) and Cultural (365sq gross) uses. The site is therefore unlikely to now be available for large scale retail development.</p>	

Site Assessment Pro-Forma

Site 13: Mint Quarter



View from Cox Lane

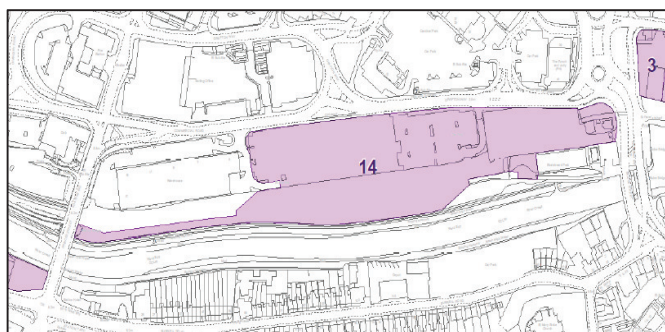
Assessment Criteria	Comments
Site Description	
Location	South of Carr Street and west of Upper Orwell Street.
Site area/size	1.33ha
Existing land uses	Retail and commercial units fronting Carr Street (including former Co-op department store), public car parks (providing circa 470 spaces), Upper Barclay Street, and 4 retail/commercial units fronting Upper Orwell Street.
Adjoining land uses	<ul style="list-style-type: none"> - Carr Street with commercial and retail uses to the north. - Upper Orwell Street with commercial and retail uses to east. - St Pancras Church, Christ Church & Tacket Street with commercial and retail uses to the south. - Retail and commercial uses (rear of) to the west (Tacket Street beyond)
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (partly in Secondary Shopping Frontage Zone (SSFZ) and Central Shopping Area (CSA). Majority of site within Primary Shopping Area (PSA) in retail policy terms. - Eastern part of site allocated for residential use (site IP048) (72 dwellings), open space and short stay car parking. - Located within Opportunity Area C – Mint Quarter. - Located within Area of International Archaeological Importance (Anglo Saxon & Medieval Waterfront) and part of site within Conservation Area. - Scheduled Ancient Monument (Area of Middle and Late Saxon Town) and locally listed buildings within site (38 and 48-68 Carr Street).
Accessibility	
By car	Existing accesses are from Tacket Street, Upper Orwell Street and Cox Lane.
By public transport	<ul style="list-style-type: none"> - Train station located approx 1 mile to south west of site. - Bus stops are located at Cattle Market Bus Station, St Margaret's Street, Orwell Place and Tacket Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Access not considered to be a constraint to development. - Site will need to re-provide town centre car parking provision (in full or in part).
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impacts of redevelopment on conservation area, adjoining listed buildings and adjacent TPOs will be a key consideration. - Impact on neighbouring retail and commercial uses will need to be considered during and as part of redevelopment.



Constraints to Development	
Visual Impact	- Redevelopment of the site provides the opportunity to significantly improve the visual appearance of the site which is currently tired and dated and contributes negatively to the street scene.
Servicing	Having regard to existing access arrangements servicing not considered a constraint to development. Servicing of retail/commercial units on Upper Brook Street will need to be retained.
Difficulties with displacing existing uses	- Car parking will need to be secured within redevelopment of site, as per Policy SP17 and elsewhere during construction. - There are also a number of existing retail/ commercial operators located within the site which will need to be relocated.
Environmental impacts	- Redevelopment will need to take into account the sites location within Area of International Archaeological Importance and on site Scheduled Ancient Monument and locally listed buildings. - Consideration will need to be given to sites location partly within Conservation Area and adjacent listed buildings and nearby TPOs. - We also understand contamination may be present on site.
Development Characteristics & Implementation	
Land Uses	- Site allocated for residential development of up to 72 dwellings together with amenity green space and short stay multi-storey car park. - Western part of the site is situated within the SSFZ and is therefore in the PSA, as such site is in-centre in retail policy terms. - Planning permission (ref. 91/00813/OUT) previously granted in 1993 for around 18,500sq m net retail floorspace. - The principle of leisure use on the site is acceptable. - We understand the eastern part of the site is currently being considered for redevelopment for a school and residential.
Development Costs	- The site is under multiple ownerships although we understand predominantly by Co-op, NCP and IBC. - Archaeology investigations/ potential contamination will result in increased development costs.
Timescale	- Medium term opportunity (subject to archaeology requirements) - Multiple ownership of the site may require compulsory purchase powers resulting in additional time to the delivery of redevelopment.
Commercial Attractiveness	- The site was previously allocated (and planning permission granted) for large scale retail development for some 25 years. - We understand that the site was not considered to be commercially attractive to retail/leisure occupiers due to its distance/relationship with the prime shopping streets. However, the site has not been marketed for some time for retail and, subject to potential linkage improvements with the prime shopping streets, could potentially become attractive to operators.
Additional Considerations	
Ability to meeting identified needs	Site has the ability to meet a reasonable large part of the identified retail and leisure needs
Retail/ Leisure Trade Draw	There is likely to be a positive impact of retail uses on this site on the future health of the town centre
Conclusions	
<p>There are numerous constraints to the redevelopment of this site, most notably archaeology, onsite Scheduled Ancient Monuments, locally listed buildings and adjacent heritage assets. Each constraint has the potential to impact on both viability and redevelopment timescales. Prior to redevelopment, existing retail and commercial uses would need to be relocated and car parking would need to be retained onsite within any redevelopment proposals.</p> <p>Other constraints to the delivery of a retail-led development scheme on this site are: (1) potential existing ownership issues (and their willingness to assist in the redevelopment of the site); and (2) the sites ability to attract major retailer/leisure operators.</p>	

Site Assessment Pro-Forma

Site 14: Grafton Way



View from Bridge Street

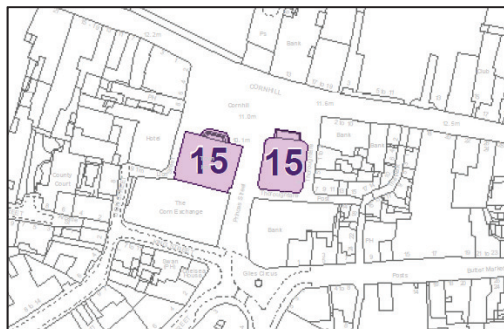
Assessment Criteria	Comments
Site Description	
Location	South of Grafton Way fronting the river
Site area/size	2.86ha
Existing land uses	Public car park and vacant land.
Adjoining land uses	<ul style="list-style-type: none"> - River and river path to the south. - Grafton Way to the north (Cardinal Park Leisure Complex and Royal Mail Depot beyond). - Bridge Street to the east (Waterfront beyond). - Commercial Road Retail Park to the west.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary (outside Central Shopping Area (CSA) and Primary Shopping Area (PSA) – out of centre in retail policy terms. - Allocated primarily for residential use (site IP047) 103 dwellings, together with hotel, leisure, B1 office uses and public open space. - Located within Opportunity Area F – River and Princes Street Corridor. - Partly located in the Waterfront and Island Site (SP11) – where a mix of residential, community, office, arts, culture and tourism uses will be permitted. - Eastern part within Area of International Archaeological Importance - County Geological Site (North bank River Orwell) and TPOs.
Accessibility	
By car	<ul style="list-style-type: none"> - Access for eastern part of the site (public car park) is from Grafton Way (access from Bridge Street not used – Anglian Water have right of access) - Access to western part of the site (vacant part) is from Commercial Road Retail Park access. - Existing right of way over the Cambridge University Pension Fund Land, the adjacent warehouse to the west, for delivery vehicles only.
By public transport	<ul style="list-style-type: none"> - Train station located approx 320m west of site. - Bus stops are located on Princes Street and at Quadling Street and Cardinal Park Leisure Complex.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Access not considered to be a constraint to development – Anglian Water right of access from Bridge Street need to be accommodated. - Site large enough to accommodate onsite parking provision.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impact on River Orwell and riverside path will need be carefully considered.



Constraints to Development	
Visual Impact	Large site fronting the river which has the potential to make a positive contribution to the appearance of the surrounding area and approach to The Waterfront.
Servicing	Servicing from Grafton Way is unlikely to be a constraint to development.
Difficulties with displacing existing uses	We are not aware of any difficulties. Planning permission (ref. 15/00473/FUL) granted to allow use of site as temporary car park for 2 years.
Environmental impacts	<ul style="list-style-type: none"> - Redevelopment will need to take into account its designation as a County Geological Site and TPOs within the site boundary. - Consideration will need to be given to flood risk constraints and potential contamination. - Partly within Area of International Archaeological Importance (Anglo Saxon & Medieval Waterfront) and adjacent to Country Wildlife Site 2015 (DM31)
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> - Site allocated for predominantly residential development and hotel, leisure, B1 office uses and public open space. - Site is town centre in leisure policy terms - leisure acceptable in principle. - Site is out-of-centre in retail policy terms and not currently well related to existing retail uses in PSA. - Site previously granted planning permission for mixed-use redevelopment including Tesco foodstore, retail/restaurant units, two hotels and 129 residential units. - Live planning application (ref. 17/00638/FUL) validated July 2017 for residential-led mixed use development comprising 130 houses, 81 flats (within 12 storey tower), 48 live/work units (259 dwellings total), six restaurants (1,616sq m Use Class A3/A4), 60 bed hotel with ancillary restaurant and gym and new public open space and car parking. Submitted by Icen Projects Limited on behalf of Plutus (Ipswich) Ltd.
Development Costs	<ul style="list-style-type: none"> - Site in single ownership (Plutus Estates) therefore no land assembly costs - Potential contamination present on site and any associated remediation work will result in increased development costs.
Timescale	Short to medium term opportunity.
Commercial Attractiveness	Current activity with live planning application for redevelopment scheme on the site demonstrates that the site is commercially attractive for development but it is unclear whether end users have been secured.
Additional Considerations	
Ability to meeting identified needs	This large site has the potential to meet some small scale complimentary retail/commercial leisure uses together with hotel needs.
Retail/ Leisure Trade Draw	Large scale retail and/or commercial leisure development in isolation is likely to have a negative impact on the town centre. Potential leisure and hotel uses as part of a mixed-use scheme will need to complement both the PSA and the Waterfront given gateway location opposite Station.
Conclusions	
<p>Constraints impacting upon redevelopment are likely to include geology designation and TPO's. The site is in single ownership and is currently in use as a temporary car park. The site is considered to have potential to provide limited ground floor commercial leisure and a hotel as part of a wider residential led/ mixed-use redevelopment scheme.</p> <p>Proposals are currently being progressed with a live planning application by Icen Projects Limited on behalf of Plutus (Ipswich) Ltd for a mixed use residential led development comprising circa 259 new homes as well as a 60 bed hotel, restaurants and a gym. The target determination date is December 2017.</p>	

Site Assessment Pro-Forma

Site 15: Town Hall and Post Office Site



View from Cornhill (Town Hall)

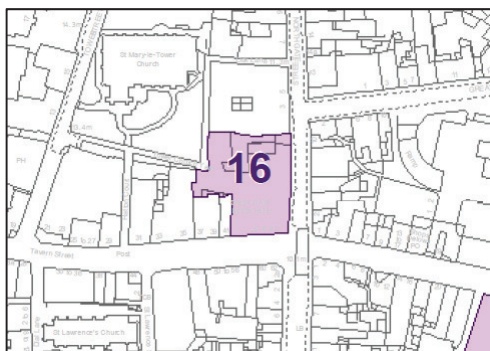
Assessment Criteria	Comments
Site Description	
Location	Located at the Cornhill
Site area/size	Town Hall = Approx 2,300sq m gross (four storeys) Former Post Office = Approx 943sq m gross (five storeys)
Existing land uses	- Town Hall in use by Ipswich Borough Council (IBC) and as a business venue for hire - Former Post Office occupied by Lloyds Bank on ground floor.
Adjoining land uses	- Primarily surrounded by retail and commercial leisure uses. - Corn Exchange listed building adjoins Town Hall to south - Market is held on Cornhill four times a week.
Planning Policy Issues	
Planning Policy Status	- Within the town centre boundary, Central Shopping Area (CSA) and Primary Shopping Area (PSA) - Sites are not allocated for a particular use within the Local Plan. - Both the Town Hall and former PO are listed buildings. - Located within Area of Archaeological Importance and the Central Conservation Area.
Accessibility	
By car	Both buildings are surrounded by a pedestrianised area which restricts access by car.
By public transport	- Train station located approx 1 mile to south west of units. - Bus stops are located at Tower Ramparts Bus Station, Friar Street, Museum Street and Buttermarket Bus Station.
Constraints to Development	
Access/Parking	- Pedestrianised area restricts direct access to the buildings by car. - Main Pedestrian access to units is via steps – there may be a requirement to incorporate disabled access. - Units are served by numerous town centre car parks.
Impacts on neighbouring properties/land	- The conversion/refurbishment of both buildings to retail/leisure is likely to primarily relate to internal changes. Impacts on neighbouring properties/land is therefore likely to be limited. - The re-occupation of the buildings for retail/leisure use may require the relocation/re-arrangement of the market.



Constraints to Development	
Visual Impact	- Refurbishment/ conversion of the existing listed buildings would require sensitive design/consideration
Servicing	- Servicing for the site is currently restrained with vehicular access available from Princes Street via pedestrian priority area. - This area is also used for the market 4 times per week.
Difficulties with displacing existing uses	- Town Hall - in use by IBC and as a business venue for hire. - Former Post Office – currently occupied by Lloyds Bank. We understand that Lloyds lease expires in October 2018
Environmental impacts	Any required refurbishment/conversion works will need to carefully consider impacts on listed buildings and surrounding listed buildings/conservation area.
Development Characteristics & Implementation	
Land Uses	- Principle of leisure/retail use in both centrally located prominent town centre buildings is acceptable in principle.
Development Costs	- Potential conversion/refurbishment works of listed buildings to accommodate retail/leisure user requirements is likely to impact on development costs.
Timescale	- Town Hall - Short term opportunity - Former PO - Short/medium term opportunity (subject to lease discussions with existing occupier).
Commercial Attractiveness	The buildings are located in a highly visible/prominent location within the retail core of the town centre and are likely to be considered attractive to retailers. The planned public realm regeneration of the Cornhill will also significantly enhance the attractiveness of the buildings. The internal and access arrangements of both buildings may however not be commercially attractive to all retailers/leisure users.
Additional Considerations	
Ability to meeting identified needs	Both buildings have the ability to meet some of the identified retail need. It is considered, in the absence of large available retail units within the retail core of the town centre, priority should be given to the potential re-use of these buildings for retail over leisure.
Retail/ Leisure Trade Draw	Given the sites central location the retail conversion of the buildings will have a positive impact on the health of the town centre.
Conclusions	
<p>Both the Town Hall and Post Office building are substantial listed buildings centrally located in the town centre adjacent to/near existing important national multiple retailers. The location of the buildings are considered to be commercially attractive to retailers. The planned public realm regeneration of the Cornhill will further enhance the attractiveness of the buildings. The internal and access arrangements of both buildings may however not be commercially attractive to all retailers.</p> <p>Overall, the buildings provide a significant opportunity to be able meet some of the identified retail need. In the absence of large available retail units within the town centre retail core we consider that priority should be given to the potential re-use of these buildings for retail.</p>	

Site Assessment Pro-Forma

Site 16: Great White Horse Hotel Site



View from Northgate Street

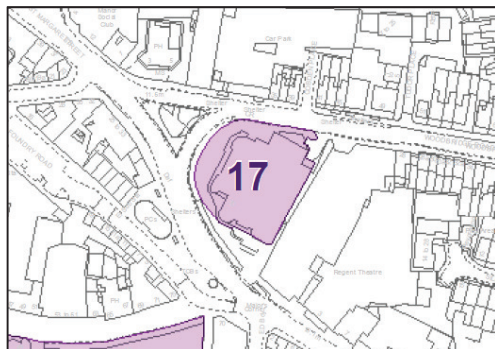
Assessment Criteria	Comments
Site Description	
Location	Located on the corner of Northgate Street and Tavern Street.
Site area/size	Approx 0.17ha
Existing land uses	<ul style="list-style-type: none"> - Former Great White Horse Hotel - Southern (front) part of site in active use by Starbucks and Cotswold Outdoor.
Adjoining land uses	<ul style="list-style-type: none"> - Tavern Street to south with retail and commercial uses beyond. - Northgate Street to east with retail and commercial uses within listed buildings beyond. - Listed adjoining retail and commercial units and St Mary-le-Tower Church to the west. - Vacant building and other commercial units and listed building to the north (due to be occupied by EasyHotel).
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within the town centre boundary, Central Shopping Area (CSA) and Primary Shopping Area (PSA). - Site is not allocated for any particular use within the Local Plan. - Building is Grade II* listed. - Located within Area of Archaeological Importance and Central Conservation Area. - Located adjacent to numerous listed buildings including listed St Mary Le Tower Church to the north west of the site.
Accessibility	
By car	Vehicular access is available to the side of the unit via Northgate Street.
By public transport	<ul style="list-style-type: none"> - Train station located approx 1 mile to south west of site. - Bus stops are located at Tower Ramparts Bus Station, Great Coleman Street and Upper Brook Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Rear of site (vacant part) currently accessed from Northgate Street - Front of site (currently occupied by Starbucks and Cotswold Outdoor) accessed from Tavern Street. - Site has limited potential to provide onsite parking.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Any external design alterations will not only need to take into account impact on listed building itself but also on conservation area and adjacent listed buildings.



Constraints to Development	
Visual Impact	- Refurbishment/conversion of the existing listed building would require sensitive design/consideration
Servicing	- Existing retail/service units serviced via Tavern Street - Vacant part of the site at rear serviced via Northgate Street (restricted height)
Difficulties with displacing existing uses	- Front of site (Starbucks and Cotswold Outdoor) not available for refurbishment/conversion
Environmental impacts	Any required refurbishment/conversion works will need to carefully consider impacts on listed building and surrounding listed buildings/conservation area.
Development Characteristics & Implementation	
Land Uses	- Site is not allocated within the Local Plan. - The retail/leisure use on the site/building is acceptable in principle. - Front of the site already in use for retail - Planning and Listed Building Consent (refs. 17/00320/FUL and 17/00319/LBC) granted June 2017 to convert the remaining vacant part of the former hotel to a business centre (1,156sq m), 6 residential flats and an extension to the existing Starbucks unit.
Development Costs	- Potential conversion/refurbishment of listed building could impact on development costs.
Timescale	Site no longer available. Front of the site in existing active retail use and the rear likely to converted to a business centre and 6 residential flats.
Commercial Attractiveness	- Remaining vacant part of the site at the rear not considered to be attractive to retailers. - We understand that hotel operators have previously looked at the vacant part of the site at the rear and concluded that the unit is not suitable for hotel use.
Additional Considerations	
Ability to meeting identified needs	Site already provides retail uses fronting Tavern Street.
Retail/ Leisure Trade Draw	NA
Conclusions	
Retail/leisure use on the site/building is acceptable in principle. However, the front of the site is already in use for retail (Starbucks and Cotswold Outdoor) and planning and LBC has recently been granted to convert the remaining vacant part of the former hotel to a business centre, 6 residential flats and extension of the existing Starbucks unit.	

Site Assessment Pro-Forma

Site 17: The Former Odeon Cinema Site



View from Woodbridge Road

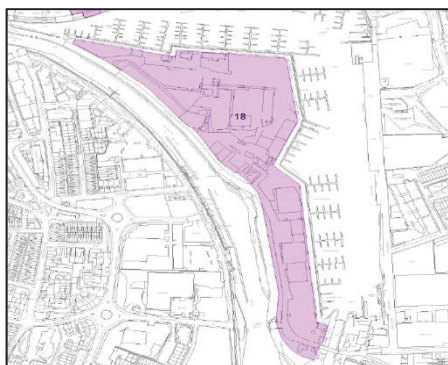
Assessment Criteria	Comments
Site Description	
Location	Located on the corner of Woodbridge Road and St Margaret's Street.
Site area/size	Approx 0.4ha
Existing land uses	Vacant cinema building (formerly occupied by Odeon).
Adjoining land uses	<ul style="list-style-type: none"> - Woodbridge Road to north with car parking, commercial and residential uses beyond. - Listed Regent Theatre and associated car park to the east. - St Margaret's Street with retail and commercial uses (and public toilets) beyond to south and west.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within town centre boundary (outside of Central Shopping Area (CSA) and Primary Shopping Area (PSA)). - Site is allocated (IP260) for leisure use within the Local Plan. - Located within Opportunity Area C – Mint Quarter. - Located within Area of Archaeological Importance. - Located close to Central Conservation Area. - Located close to listed buildings including listed Regent Theatre to the west of the site.
Accessibility	
By car	No current access into the site by car. Building comprises the majority of the site.
By public transport	<ul style="list-style-type: none"> - Train station located approx 1.1 mile to south west of site. - Bus stops are located on Woodbridge Road and St Margaret's Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - New vehicular access into the site is likely to be constrained due to sites location close to St Margaret's Street/Woodbridge Road junction. - Site currently provides no on-site parking. Depending on nature of redevelopment, it is unlikely that onsite parking could be provided.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - With any redevelopment scheme the impacts on adjacent listed buildings and nearby conservation area need to be carefully considered. - Consideration will also need to be given to the amenity of residents to the north.



Constraints to Development	
Visual Impact	<ul style="list-style-type: none"> - The building, which has been vacant for some 12 years, currently detracts from the visual amenity of the area. - Redevelopment of the site provides the opportunity to significantly improve its visual appearance and should include a high quality design complementing the adjacent listed building.
Servicing	- Existing servicing from north eastern corner of the site. Due to Woodbridge Road/St Margerets Street junction any new servicing is likely to be constrained to the eastern part of the site.
Difficulties with displacing existing uses	- Vacant - no issues/difficulties
Environmental impacts	<ul style="list-style-type: none"> - Any redevelopment of the site will require consideration of its location within an Area of Archaeological Importance, adjacent listing buildings and nearby conservation area. - We understand that there may also be surface water flooding and potential contamination issues with the site.
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> - Leisure uses on the site are acceptable in principle. - Site is edge-of-centre in retail policy terms. - Leisure uses on site could complement the adjacent Regent Theatre. - Planning permission (ref. 06/00597/FUL) granted in 2006 for change of use to a nightclub/ leisure complex with 10 pin bowling, bars and restaurants. The planning permission was not implemented. - We understand the site has been of interest for student accommodation.
Development Costs	<ul style="list-style-type: none"> - Cost to develop will depend upon whether existing building is to be refurbished or demolished. Given the nearby heritage assets any redevelopment scheme will need to be of a high quality design and will influence development costs. - Any further potential archaeology investigation (as part of redevelopment of site) is likely to impact development costs.
Timescale	- Short-term opportunity - We understand the site is in single ownership. If commercial interest is secured redevelopment/ refurbishment of the site/building could be bought forward reasonably quickly.
Commercial Attractiveness	<ul style="list-style-type: none"> - Site/unit has been vacant for a significant period of time (12 years). - We understand that there was little commercial interest in the site when it was sold at auction in 2014. As a result the site was sold for circa half the asking price. - Despite planning permission being secured in 2006 for the conversion of the building to a leisure complex, and the site being purchased in 2014, there has been no commercial interest from leisure/retailers for the re-occupation of the unit or redevelopment.
Additional Considerations	
Ability to meeting identified needs	The site has the potential to provide some leisure uses and strengthen the 'Northern Cultural Arc' currently provided through the Regent Theatre, Christchurch Mansion, Ipswich Museum and New Wolsey Theatre.
Retail/ Leisure Trade Draw	Leisure uses on the site have the potential to make a positive contribution to the town centre, particularly the footfall along Carr Street in the eastern part of the town centre.
Conclusions	
<p>The site/unit has been vacant for some 12 years. Despite planning permission being secured in 2006 for the conversion of the building to a leisure complex, and the site being purchased in 2014, there has been no commercial interest from leisure/retailers for the re-occupation of the unit or redevelopment. Notwithstanding the lack of commercial interest, we consider, primarily due to its location next to the important Regent Theatre, that the most appropriate use for the site remains leisure use. It would help strengthen the 'Northern Cultural Arc' of the town centre.</p>	

Site Assessment Pro-Forma

Site 18: The Island Site



View from site looking south

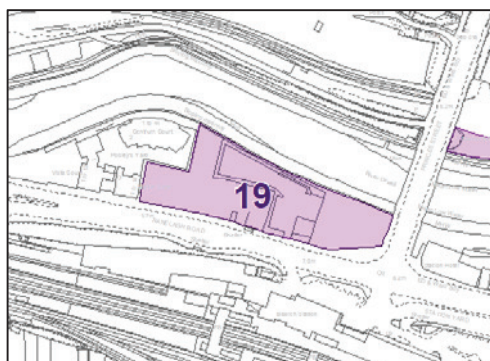
Assessment Criteria	Comments
Site Description	
Location	Site lies to the south of Neptune Quay.
Site area/size	6.02ha
Existing land uses	Primarily a boat yard, works, moorings, and associated uses. Also includes the Last Anchor bar and restaurant.
Adjoining land uses	<ul style="list-style-type: none"> - Neptune Marina to north and east with commercial and residential uses beyond. - River Orwell to south and west.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Outside, town centre boundary, Central Shopping Area (CSA) and Primary Shopping Area (PSA). - Site is allocated (IP037) primarily for residential use (270 dwellings) together with amenity green space, employment and leisure (relating to Ipswich Haven and Marina) and restaurant and small-scale retail. - Located within Opportunity Area A – Island Site. - Within the Waterfront and Island Site (SP11) – where a mix of residential, community, office, arts, culture and tourism uses will be permitted. - Enterprise Zone designation covers part of the site. - Located within Area of Archaeological Importance, Wet Dock Conservation Area, Country Wildlife Site 2015 (River Orwell-Wet Dock) and Flood Zone 3. - Close to Orwell Estuary Special Protection Area.
Accessibility	
By car	Site is currently accessed via St Peter's Wharf, with additional access via bridge crossing the Marina from Ship Launch Road.
By public transport	<ul style="list-style-type: none"> - Train station located approx 0.7 miles to the west of site. - Bus stops are located on Key Street and Bridge Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Site currently has limited vehicular accessibility from St Peter's Wharf. - Site currently provides limited onsite parking for existing uses. - Site is large enough to provide onsite parking. - Upper Orwell Crossings could unlock the island site for redevelopment by 2022. Works on crossing are planned to commence in 2019/20 with construction taking approximately 2 years.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impact on heritage assets will be a key consideration. - Impact on existing boating activities and operation of the Marina will also need to be considered.



Constraints to Development	
Visual Impact	<ul style="list-style-type: none"> - Careful consideration will need to be given to the visual impact of any redevelopment scheme – particularly views from The Waterfront. - A high quality design will be needed due to its location within a conservation area and nearby listed buildings on the Waterfront.
Servicing	<ul style="list-style-type: none"> - Servicing arrangements would need to be upgraded/ improved for redevelopment on the site. - The proposed Wet Dock crossings could significantly improve accessibility and the ability to service the site.
Difficulties with displacing existing uses	The site contains a number of existing uses (including boat building/ servicing). The preference is to retain such uses on site as part of any redevelopment proposals.
Environmental impacts	Any redevelopment of the site will require consideration of its location within an Area of Archaeological Importance, conservation area, Country Wildlife Site and within Flood Zone 3.
Development Characteristics & Implementation	
Land Uses	<ul style="list-style-type: none"> - Site is allocated within the Local Plan (IP037) primarily for residential use together with amenity green space, employment and leisure (relating to Ipswich Haven and Marina) and restaurant and small-scale retail. - Site is out-of-centre in retail policy terms - Site is edge-of-centre in leisure policy terms - Suffolk County Council have aspirations for the site to deliver a mixed-use redevelopment including providing high quality science, technology, engineering and maths (STEM) employment and research hub for Ipswich together with new residential development and incorporation of existing marine and boat building activities. We understand a site wide masterplan has been commissioned by ABP (GL Hern & Future of Cities).
Development Costs	<ul style="list-style-type: none"> - We understand that the site is under single ownership (Association of British Ports) therefore land assembly costs will not be an issue. - Archaeology investigations/potential constraints are likely to result in increased development costs. - Water supply and waste water treatment infrastructure may require upgrading to serve new development which will incur additional costs.
Timescale	Medium/long term opportunity (full potential dependent on delivery timescale of the Upper Orwell Crossings bridges).
Commercial Attractiveness	The site attractiveness for redevelopment/commercial occupiers will be significantly improved once the Upper Orwell Crossings are in place due to the considerably improved site access arising from the project.
Additional Considerations	
Ability to meeting identified needs	Site has potential to provide waterfront facing ground floor commercial leisure uses as part of a mixed-use residential/employment redevelopment. It could also physically meet hotel needs but it is less sequentially preferable than other sites.
Retail/ Leisure Trade Draw	Small scale ancillary retail and leisure uses unlikely to adversely impact on PSA.
Conclusions	
<p>The Upper Orwell Crossings (subject to locations) could potentially unlock the site for redevelopment by 2022. Visual and heritage impacts and constraints associated with the site will need to be carefully considered/assessed.</p> <p>The site is out-of-centre in retail policy terms and edge-of-centre in leisure policy terms. It has potential to provide ground floor commercial leisure uses as part of a mixed-use redevelopment. It could also physically meet hotel needs but is less sequentially preferable than other sites.</p>	

Site Assessment Pro-Forma

Site 19: Pooleys Yard Site



View from Ranelagh Road of eastern end of site

Assessment Criteria	Comments
Site Description	
Location	Site lies to the north of Ranelagh Road and west of Princes Street bridge.
Site area/size	Approx 0.45ha
Existing land uses	Surface level temporary car parking for Ipswich Railway Staff, pay and display car park, and scrubland.
Adjoining land uses	<ul style="list-style-type: none"> - Residential uses adjacent to the site to the west. - River Orwell to the north. - Ranelagh Road to the south with Railway Station and car parking beyond. - Princes Street to east.
Planning Policy Issues	
Planning Policy Status	<ul style="list-style-type: none"> - Within town centre boundary (outside of Central Shopping Area (CSA) and Primary Shopping Area (PSA)). - Site is not allocated within the Local Plan. - Located within the Urban Valley Character Area - Located within Flood Zone 3. - Located opposite locally listed building (Ipswich Railway Station). - Located adjacent to Country Wildlife Site 2015 (River Orwell-Wet Dock).
Accessibility	
By car	Site is currently accessed from Ranelagh Road.
By public transport	<ul style="list-style-type: none"> - Train station located adjacent to the site. - Bus stops are located on Ranelagh Road and Princes Street.
Constraints to Development	
Access/Parking	<ul style="list-style-type: none"> - Access not considered to be a constraint to development, although servicing would need careful consideration. - The site is considered large enough to provide some onsite parking dependent on redevelopment scheme layout.
Impacts on neighbouring properties/land	<ul style="list-style-type: none"> - Impacts on amenity of neighbouring residential development will need to be considered. In particular, daylight of residents in Centrum Court may need to be carefully considered (subject to location and height of proposed building).

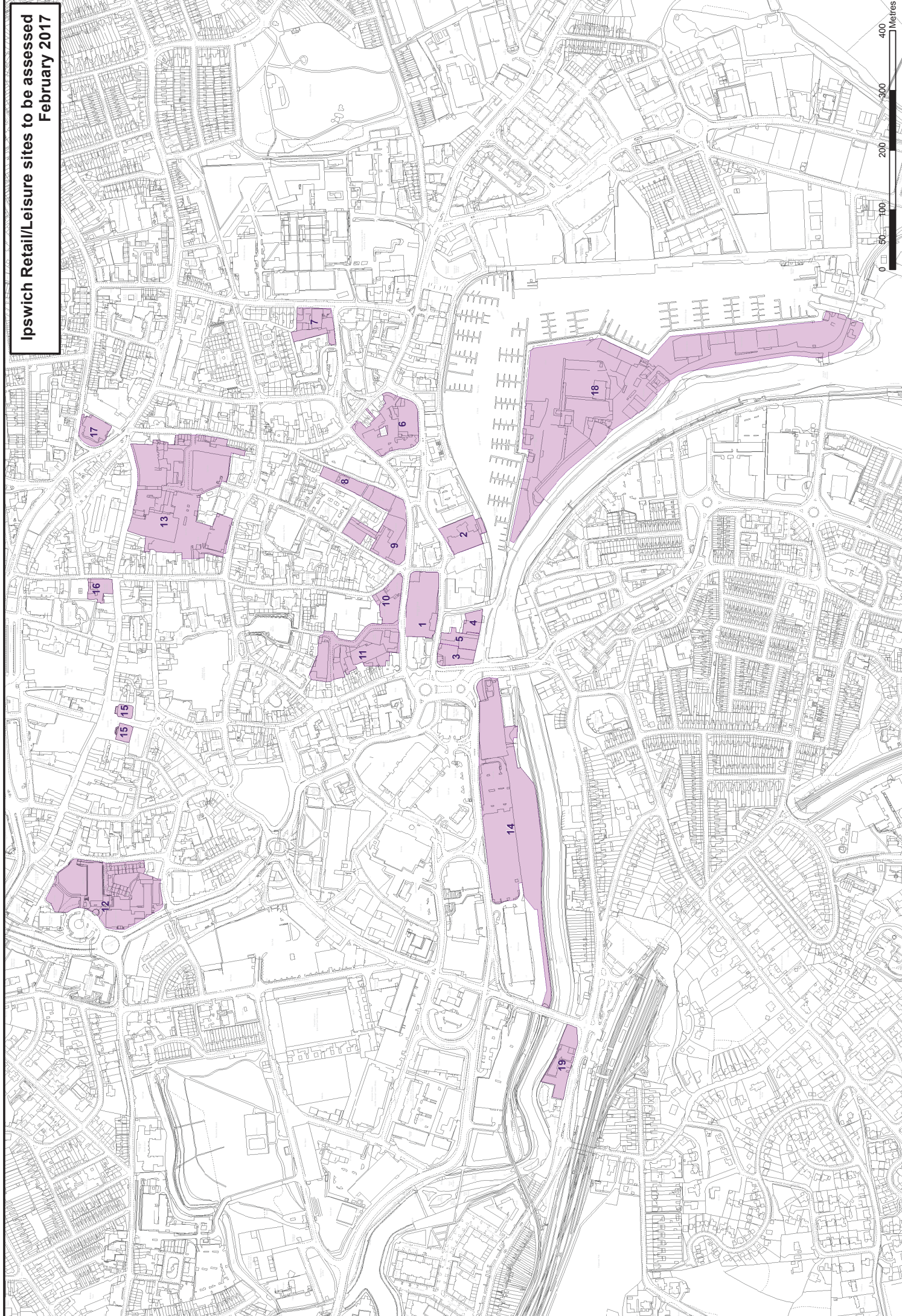


Constraints to Development	
Visual Impact	- The site is a 'Gateway Site' from those travelling to Ipswich by rail. It is also highly visible from the main public highway and from the river path to the north. As such, the development of the site should be of high quality.
Servicing	- Adequate servicing arrangements from Ranelagh Road unlikely to be an issue. Consideration would need to be location of servicing and potential impact on amenity of nearby residents.
Difficulties with displacing existing uses	- We understand that there are no issues with displacing existing uses.
Environmental impacts	- Any redevelopment of the site will require consideration of its location adjacent to the Country Wildlife Site. - Impact of development on flood risk will need to be assessed (we note the site benefits from existing flood defences). - Impact on potential ecology within the eastern part of the site. - Potential contamination on site will also need to be assessed.
Development Characteristics & Implementation	
Land Uses	- Site is not allocated within the Local Plan. - Site is out-of-centre in retail policy terms. - Site within town centre in leisure policy terms therefore leisure uses are acceptable in principle. - Planning permission (ref. 02/00905/FUL) granted in 2005 for residential and A1/A3 retail at ground floor. - Planning permission (ref. IP/12/00771/FUL) granted in 2012 for 5 storey 106 bed hotel including restaurant and car parking. - Planning application (ref. 17/00445/FUL) granted in October 2017 in south western part of the site (pay and display car park) for a 100 bed Travelodge hotel.
Development Costs	- We understand the site is under multiple ownership. - Potential contamination on site will result in increased development costs. - Potential ecology mitigation for the eastern part of the site could add to development costs.
Timescale	Short/ Medium term opportunity.
Commercial Attractiveness	- We understand that Travelodge has agreed to purchase the south western part of the site subject to planning. It is evident therefore that the location of the site is commercially attractive for hotel use. - Due to the location of the site it is not considered to be commercially attractive for large scale retail use.
Additional Considerations	
Ability to meeting identified needs	Whilst the site is located within the town centre and therefore leisure uses, including hotel, are acceptable in principle, it is considered that there are better centrally located sites which have the ability to meet identified leisure needs.
Retail/ Leisure Trade Draw	The development of leisure/hotel use on the site has the potential to negatively impact on bringing forward better centrally located opportunity sites within the town centre coming forward for hotel use.
Conclusions	
The site is not considered appropriate for large scale retail use. Due to the sites location within the defined town centre boundary the principle of leisure use on this site is acceptable. Planning permission has recently been granted for a 100 bed hotel to be occupied by Travelodge. Notwithstanding this, it is considered that there are better centrally located sites which have the ability to meet identified leisure needs and provide more spin-off benefits/linked trips to other uses within the town centre and waterfront.	

Appendix U

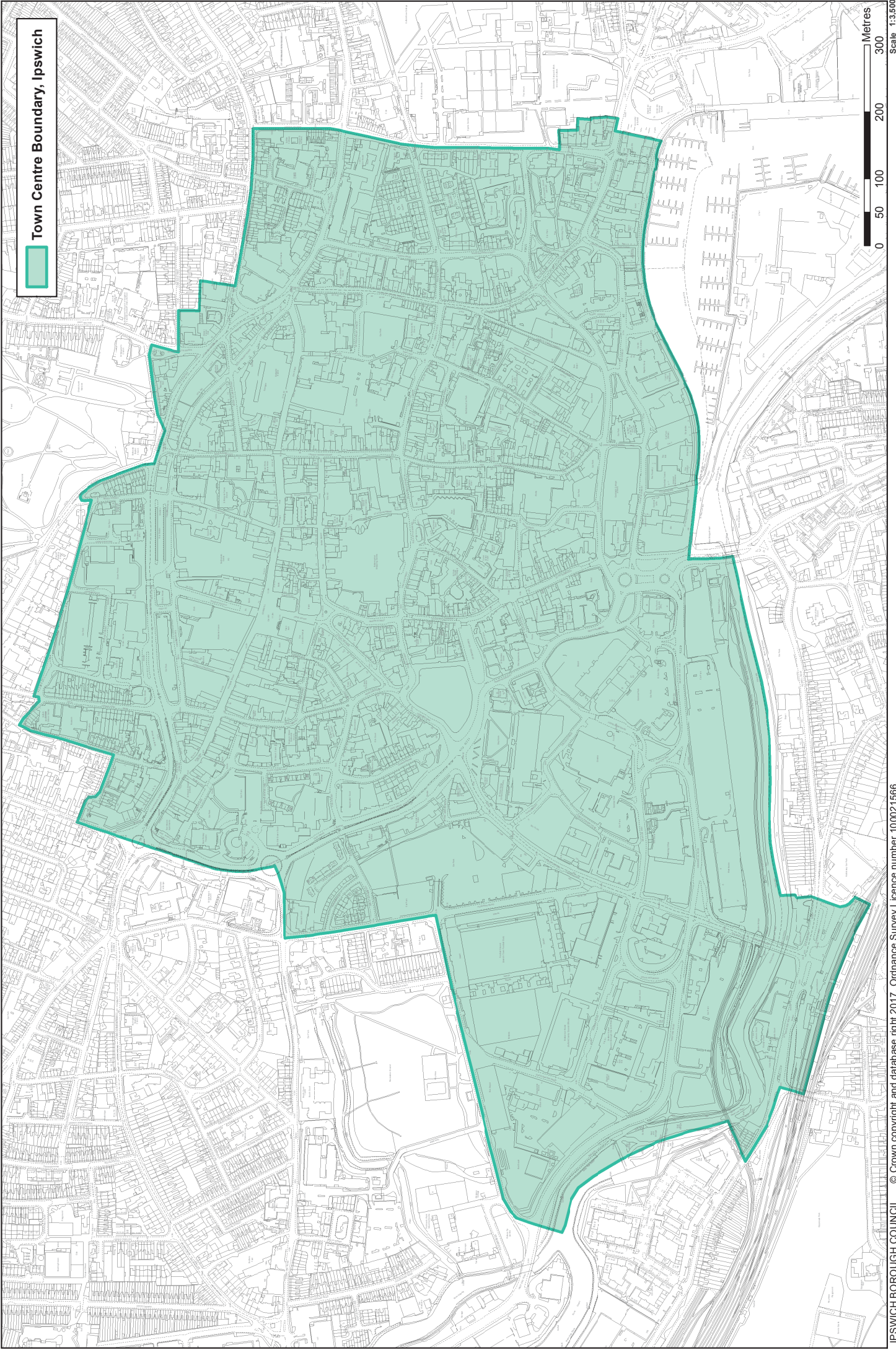
Plan Showing Location of Potential Development Sites in Ipswich Borough

Ipswich Retail/Leisure sites to be assessed
February 2017



Appendix V

Ipswich Town Centre – Shopping Frontages and Boundaries Plans



Town Centre Boundary, Ipswich

Metres
0 50 100 200 300
Scale 1:3,500



Appendix W

Suffolk Coastal District – Shopping Frontages and Boundaries Plans



235,300

FELIXSTOWE

Experian™
A world of insight

235,200

235,100

235,000

234,900

234,800

234,700

234,600

234,500

234,400

234,300



goad
For more information on
our products and services
www.goadplans.co.uk
0845 6016011
goad.sales@uk.experian.com

SCALE 1:1000
0 12.5 25 37.5 50 m
Please Note: Plans are for identification only and are not to be used as a building drawing.
Mapping
powered by
OS Ordnance
Survey

COPYRIGHT AND CONFIDENTIALITY NOTICE
2016 Experian Limited All Rights Reserved
This product includes map data from Ordnance Survey by the permission of HMSO. © Crown Copyright and database right of the Crown
2016. All rights reserved. Ordnance Survey Licence number PU100007316.
For full terms & copyright conditions visit www.goadplans.co.uk/copyright

goad
plans.co.uk



<p>For more information on our products and services visit www.go4plans.co.uk 0845 6016011 go4sales@uk.experian.com</p>	<p>SCALE 1:1,000</p> <p>Mapping sourced from OS Ordnance Survey</p>	<p>COPYRIGHT AND CONFIDENTIALITY NOTICE</p> <p>2016 Experian Limited All Rights Reserved</p> <p>This product includes map data from Ordnance Survey by the permission of HMSO. © Crown Copyright and database right of the Crown</p> <p>2016. All rights reserved. Ordnance Survey Licence number PU10007316.</p> <p>For full terms & copyright conditions visit www.go4plans.co.uk/copyright</p>
--	---	--

ALDEBURGH



257,000

256,900

256,800

256,700

256,600

256,500

256,400

256,300



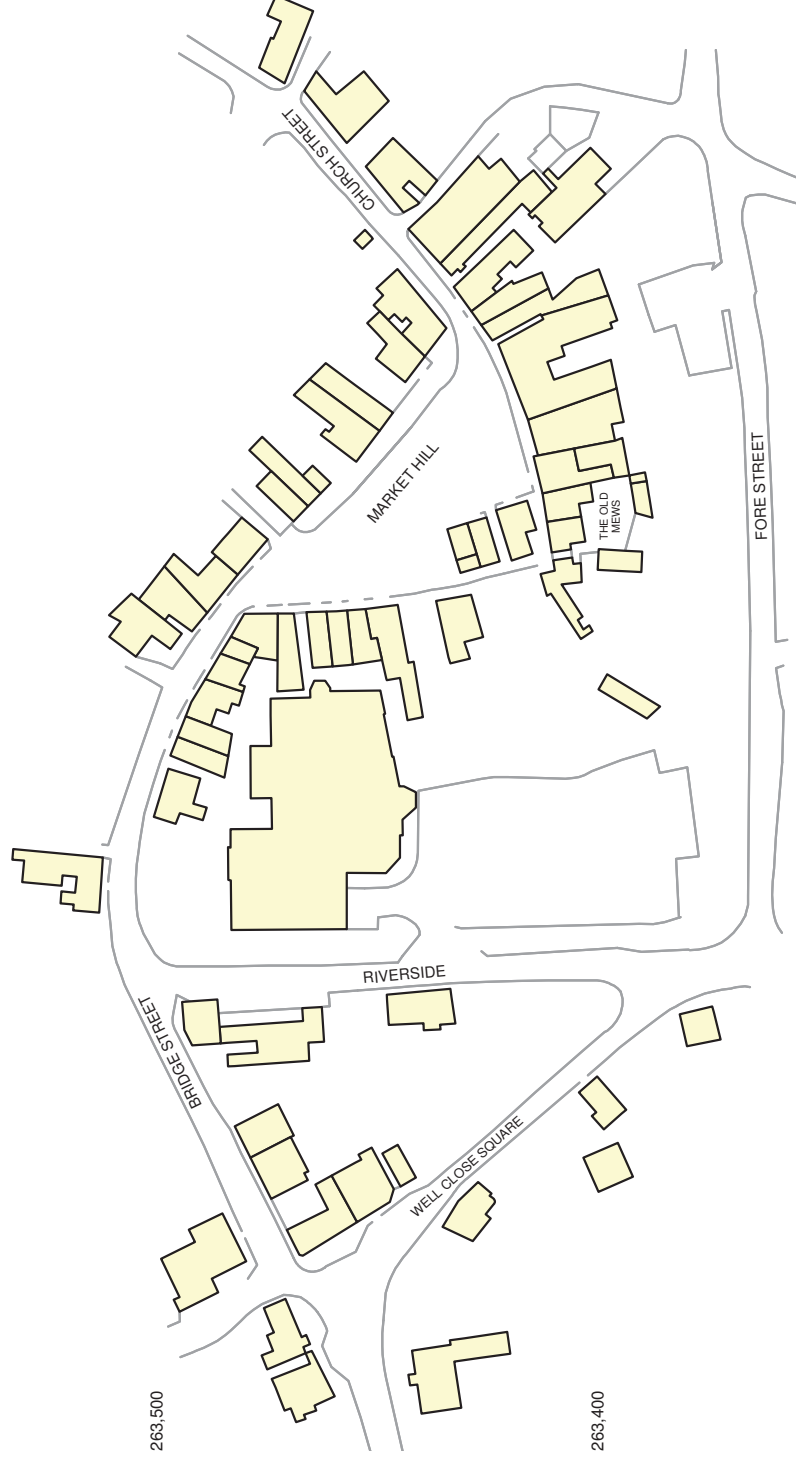
FRAMLINGHAM

628,300

628,400

628,500

628,600



263,500

263,400

For more information on
our products and services:
goad
plans.co.uk

www.goadplans.co.uk

0845 6016011

goad.sales@uk.experian.com

SCALE 1:1000



COPYRIGHT AND CONFIDENTIALITY NOTICE

2016 Experian Limited All Rights Reserved

This product includes map data from Ordnance Survey by the permission of HMSO. © Crown Copyright and database right of the Crown 2016. All rights reserved. Ordnance Survey Licence number PU00007316.

For full terms & copyright conditions visit www.goadplans.co.uk/copyright

644,300

644,400

644,500

644,600

644,700

644,800

LEISTON

262,700

262,600

262,500

262,400

