



Press Release – BRD005
25th July 2006
For Immediate Release

Plans submitted for Broadmeadow

JG Land & Estates unveils final plans for new mixed use scheme at the former British Sugar factory site on Sproughton Road, Ipswich

JG Land and Estates has submitted an outline planning application to Babergh District Council for the redevelopment of the redundant former sugar beet factory site located on Sproughton Road. Designed by leading masterplanners Urban Initiatives, the final plans for Broadmeadow have evolved to incorporate feedback from the local community following an extensive period of public consultation.

The proposals for the site include the creation of 3.4 hectares of employment land, up to 1100 new homes (up to 35% of which will be affordable housing) and the provision of local shops and facilities. In direct response to feedback received from the local community a primary school site has also been allocated alongside 16 hectares of public open space and a wildlife reserve.

John Jowitt, Planning Director, JG Land & Estates comments;

“We are pleased to have reached this significant stage and are committed to transforming what is currently a redundant eyesore into something really special for the people of Ipswich. The principle of a mixed use development at Broadmeadow has received overwhelming support from the local community and we very much hope that Babergh District Council will also endorse the appropriate comprehensive redevelopment of this brownfield site.”

The outline planning application submitted by JG Land & Estates will soon be available to view at Babergh District Council’s offices. A new Broadmeadow newsletter showing the masterplan and providing an update on news from the site is available at key locations throughout the local area and on the dedicated Broadmeadow website www.broadmeadow.co.uk

A travelling exhibition where a 3D model of the proposals will be displayed is taking place this week at the following locations;

Friday 28 th July, Sproughton Church Hall, Sproughton	12:00-3:00pm
Friday 28 th July, Bramford Road, Methodist Church	4:00-6:00pm
Saturday 29 th July, Morrisons Supermarket, Sproughton Road	10:00am-1:00pm

-ENDS-

Notes to Editors:

JG Land & Estates is made up of experienced property professionals who fully understand every facet of land development. The directors offer many years of key experience and adopt a 'hands-on' approach, becoming involved with each project personally. The company has successfully collaborated and entered into joint ventures with landowners, business partners, local authorities and developers. Some of its notable developments include: the former Courage Brewery in Bristol, the former Boots headquarters, Nottingham and Marconi House in Newcastle.

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