



broadmeadow

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NEWSLETTER



Broadmeadow - the vision
Building a community
The evolving plans

Setting the scene...

British Sugar purchased the site in 1924 and commenced construction of its factory, with its prominent silos and chimney visible from miles around. In early 2001 the factory finally closed and in 2004 it was bought by JG Land & Estates.

Chosen to reflect the site's heritage, the Broadmeadow name conjures up the aims and ideals of the development. A name that seeks to respond to its history whilst offering the opportunity to place it back into the context of its more attractive surroundings and provide a catalyst for the further improvement of this corner of Ipswich. We researched historic maps for this site and found two predominant features; the Devil's Wood and the name of the island site, the Great Broad Meadow.



Broadmeadow - our vision



Our vision at Broadmeadow is to establish a sustainable residential and employment development. A place where people live and work, with shops, community facilities, a doctor's surgery, a village hall or local centre and recreational space, including maybe a cricket pitch and football fields.

At Broadmeadow, the proposed new community will also have play areas for children, a riverside walk, a nature reserve and an increased bus service to the local centres and Ipswich itself. A cycle path will connect the site along the River Gipping to the centre of Ipswich.

We aim to create job opportunities for local people, as well as provide homes for a wide variety of local residents, old and young, single and married; in short, a sustainable community.

Transport - our approach



Movement and access to transport facilities is an important part of any development and a vital part of building a sustainable community.

Broadmeadow is a brownfield site, within the Ipswich urban area, 2 miles from the town centre with excellent potential for sustainable transport.

All transport issues associated with the Broadmeadow site are being worked through in partnership with the local authorities and the Highways Agency.

The draft proposals include:

- completion of the Gipping Valley cycle route from Sroughton to Ipswich, via the Broadmeadow site (and forming part of the National Cycle Network)
- improved bus services linking the site and surrounding area with Ipswich town centre
- improved pedestrian and cycle links with existing local employment
- provision of local shops and other facilities, accessible on foot and bicycle
- development of a 'Travel Plan' for the site that will actively encourage the use of sustainable transport

The key advantages of encouraging sustainable transport are:

- reduced congestion on surrounding roads
- cleaner air and a healthier environment
- less noise and disturbance
- an increased choice of transport options for local people

Landscape - our approach



The overriding aim is to retain and enhance the green corridor along the river as a quiet space, with the provision of a succession of open spaces to enliven views out from that green corridor. These will include the creation of a nature reserve as well as riverside and longer views.

The Broadmeadow island will be retained for quiet recreation and also as a wetland. A tree planting structure will be introduced to the whole site, including trees and shrubs which are local to the area and, where possible, where they are of good quality, existing trees will be kept. A linked series of sports pitches, play areas, cycleways and footpaths will be provided for the benefit of residents and non-residents alike.

The design will:

- provide a planted tree belt along Sroughton Road
- emphasise the main streets as tree planted boulevards
- break up areas of housing by greenways and incidental tree planting
- restore historical features such as Devil's Wood
- create areas rich in wildlife, full of colour and interest
- provide high quality paving, lighting, seats, as part of a coordinated urban landscape

The trees and shrubs for the landscape structure will be planted in advance of the construction of new buildings. They will be strongly visible within four or five years and will continue to grow to maturity over 20 or more years. Both flowering and non-flowering species will be included.



How have the plans evolved?

The master plan has evolved from our key aim of creating and providing for the needs of a new community, whilst enhancing the environment for existing and new residents.

This is not a plan set in stone but one that will bear further consideration and many opportunities to contribute to its development. We would welcome your response to how you consider the proposed Broadmeadow master plan responds to the following four design features:

1. Responding to the historic and natural environment

- to the East we have recalled the ponds that used to be sited in that corner by creating a small water feature
- to the West we have created a significant open playing field space in an oval, large enough for a cricket pitch or a couple of football fields
- the natural environment along the River Gipping has been left completely untouched, with part of the island set aside as a nature reserve
- to the South we have developed the wooded areas and sought to extend them into the site

2. Ensuring the development makes a positive contribution to its surroundings

By bringing residential development (as well as new commercial development) Broadmeadow will help to encourage shorter journeys and evenly balanced traffic flows allowing people to live closer to their place of work.

3. Providing for good access and movement

The proposals utilise the existing access from the A14 roundabout, extending across to form a crossroads to the adjoining industrial site and creating a central entrance to the site. A third access allows special priority for buses exiting onto Sproughton Road.

4. Providing for a mixed community with facilities for all

We have developed a centrally located heart to the new development, well connected to a network of streets and paths that integrate Broadmeadow within the wider area.



We have developed a heart to the new development that is centrally located and well-connected both to a network of streets and paths that integrate the development within the wider area.

What's in it for local people?

We see a range of benefits for the local community which include the following:



- the removal of a redundant eyesore through the demolition of both the silos and the chimney stack
- the provision of quality affordable housing, with an appropriate mix of tenure and type, for local people of all ages
- enhanced accessibility to the area, with extra buses
- opening up the river corridor to public access with a new footpath and cycleway
- a linked series of sports pitches, play areas, cycleways and footpaths provided for the benefit of residents and non-residents alike
- a wide and varied range of job opportunities with an area set aside for commercial use as well as shops and community facilities
- provision of shops and services in a new local centre
- the improvement of existing local education and other facilities
- an insistence on design standards and materials used to ensure no acres of concrete and lots of open space and attractive landscaping
- the establishment of a nature reserve encircled by the River Gipping



Who else is on the project team for Broadmeadow?

JG Land and Estates has appointed an extensive team of advisors carefully chosen as highly regarded experts in their own field.

Masterplanners for JG Land & Estates are Urban Initiatives. Urban Initiatives is one of the UK's leading urban design and planning consultancies, consultants to CABE, the Commission for Architecture and the Built Environment on a number of design matters including Councillor training and design guidance for CABE Space. It has also been working in Ipswich for some time and understands the area.

Other members of our professional team include:

Planning advisors	Gerald Eve
Landscape Architects	Cooper Partnership
Transportation	Mayer Brown
Environmental	Stirling Maynard
Ecological Surveys	Creswell Associates
Infrastructure services	URS Corporation
Community Relations	M&N Associates

The Developer



JG Land & Estates specialises in the acquisition, promotion, regeneration and development of land and property. The team is made up of experienced individuals who fully understand every aspect of property development. Our experience is based on how to deliver integrated mixed use schemes and how to unlock the potential of complex brownfield regeneration projects.

The Masterplanner



Leading our professional team, Urban Initiatives has been appointed as the Masterplanner for the Broadmeadow development. Urban Initiatives is recognised as one of the UK's leading urban design and planning consultancies, as well as being consultants to the Commission for Architecture and the Built Environment (CABE) on a number of design matters. It has also worked in Ipswich for some time and understands the needs of the local community.

Who can we talk to when we have an issue or a problem to discuss?



JG Land & Estates operate an 'open door' policy and wherever possible are available to answer any issues or concerns. Contact details are set out below. In the unlikely event they are not available, other members of the team will also be able to respond to any questions.

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