

ELMS ROAD, RED LODGE

SUFFOLK



“Jaynic instructed Savills to market a consented residential development site which they had successfully promoted through the planning process. It was clear that their professional and thorough approach to the promotion had produced an attractive and deliverable planning permission. Their proactive nature, depth of knowledge and ability to optimise the opportunity both technical and commercially has undoubtedly contributed to maximum value being obtained.”

July 2017

PROJECT Residential

GDV circa £25m

DESCRIPTION

A 10 acre gateway site previously allocated for employment uses.

We identified the opportunity to bring the site into beneficial use and pursued a change of use from employment to residential.

OUTCOME / ACHIEVEMENTS

Following extensive pre-application discussions, local engagement and the production of an ‘Economic Report’, we submitted an outline planning application for 125 residential units and 30% affordable housing.

Having proven the shortcomings of the historic employment allocation, the local authority amended the site’s draft local plan allocation from employment to residential use and granted planning permission in April 2017.

STATUS

Following a competitive tender process, the land was sold to Barratt Eastern Counties in July 2017

*Abigail Jones - Associate
Development, Savills (Cambridge)*