

Happy New England





— Good bye, porridge!

Anyone who has read stories by Conan Doyle in his childhood clearly remembers that the people in Albion, from laundry girls to kings, are used to eat porridge for breakfast. That's a good old myth. It's unlikely, though, that Great Britain will ever get rid of this grotesque association with oatmeal. New England is totally different. It will inherit from its grandmother only the best family traits that one can be proud of.

Ladies and Gentlemen, New England!

New England is a new district scheduled for development in the southern part of St. Petersburg, Russia, a satellite city with its own infrastructure, modern planning, and promising investment future.

— Where does this name come from, Newholmes?

— It's Elementary, Newwatson.

St. Petersburg was conceived and built as a European city. The expertise provided by British architects, who have developed and implemented innovative techniques for urban construction and area development, will be used in building New England.

The "older" New England, which is the United States of America, is internationally renowned for its old and authoritative universities. Valentina Matvienko, the Governor of St. Petersburg, approved the name "New England".



Numbers and Facts

Location
Plot of land in southern part of St. Petersburg in the vicinity of Strelna

Construction Area
380 ha

Land Category
Settlement land

Construction due Date
Unlimited. Plan for 2008 is available

Type of Construction
Residential and commercial construction

Title to Land
Private property

And what shall we have tomorrow?

For the first time ever, the new Russian city will be built using modern European know-how in the field of urban planning, construction, operation, and maintenance.

This will be a genuinely new offer on the Russian real estate market. The investment planned for use in the construction of New England will generate significant return over the years to come.



— Cabbage, Sir!

— Mary, what does cabbage have to do with it?

The fields that will soon become the construction site for New England are now used for growing cabbage. Later on, the focus will be on cultivating "cabbage" in this area outside St. Petersburg.



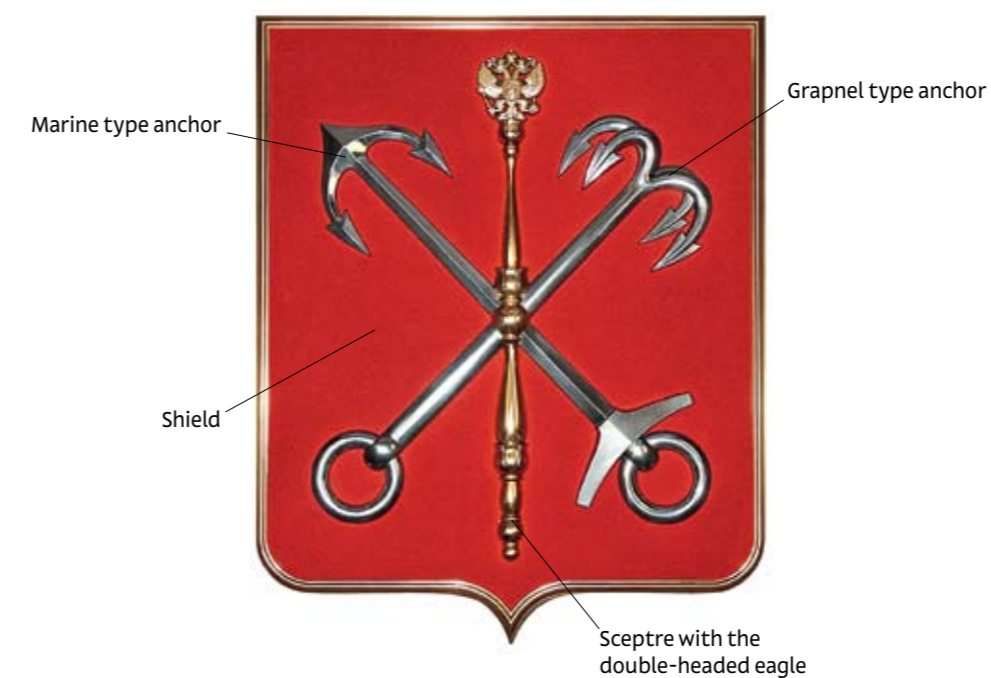


So, where is it, that St. Petersburg of yours?

The distance between St. Petersburg, the most European-like city in Russia, and the nearest border with the countries of the European Union is less than 200 km. Finland and the Baltic countries are close at hand, which has a clear imprint on the St. Petersburg's lifestyle.

The Northern Russian capital has long-standing relations with major European countries, such as Great Britain, Germany, France, and the Scandinavian countries. St. Petersburg ranks fourth on the list of Europe's largest cities after London, Moscow, and Paris.

Smaller Coat of Arms of St. Petersburg



More Facts

Date of Establishment
May 16, 1703

Former Names
Prior to 1914 — St. Petersburg
Prior to 1924 — Petrograd
Prior to 1991 — Leningrad

Center Coordinates
59°57' northern latitude
30°19' eastern longitude

Distance to London
air — 2,070 km
sea — 2,258 km

Administrative Division
18 districts

Population (2007)
4,571,000

Poetic Name
Northern Venetia

Number of Bridges within the City Limits
about 300

Number of Inland Islands
42

Website
www.st-petersburg.ru







So what, are we going or not?

St. Petersburg is constantly growing and developing. This large city full of people and cars has already run into a major problem facing all fast-expanding metropolitan area: nasty traffic jams.



— Good news.

Six major auto- and auto-part making plants are currently being built in the St. Petersburg suburbs. These modern plants will provide jobs to thousands of employees.

- In Kamenka
 **Nissan Production Plant**
- In Vsevolozhsk
 **Ford Production Plant**
- In Shushary
 **Toyota Production Plant**
-  **General Motors Production Plant**
-  **Suzuki Production Plant**
-  **Magna International Production Plant**

— Bad news.

Downtown and suburban residents will have to spend several hours a day commuting to work. On their way, they are going to run into the toughest St. Petersburg congestions, such as on the Nevsky, Staronevsky and Ligovsky Prospekts, and on Engelsa Prospekt and Revolutsii Shosse.

— The best news.

New England residents are not going to have transportation problems. They will be able to get to any enterprise located in suburban St. Petersburg using the Belt motorway or the Western Diametrical Expressway. It all boils down to convenient location of the district.

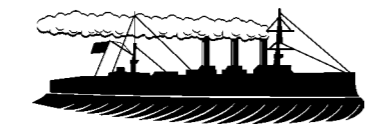


Farewell to traffic jams

New England already has roads connecting it with major St. Petersburg thoroughfares.

The downtown of St. Petersburg is one big traffic jam

From New England to the airport: 10 minutes
to industrial zones: 10–15 minutes
to downtown of St. Petersburg: 20–40 minutes



— Where does all this water come from?

That's the Gulf of Finland in the eastern part of the Baltic Sea, which washes the coasts of Finland, Russia, and Estonia.

Whereas New England has clear roads

— Shall we drive?

- Peterhofskoye Shosse**
connects downtown with Peterhof and Strelna
- Veteranov Prospekt**
goes through southern St. Petersburg
- Western Diametrical Expressway**
(toll road) connects southern and northern districts, city port and main highways, such as St. Petersburg — Moscow and St. Petersburg — Finland
- Volkhonskoye Shosse**
Connects Pulkovo Airport with the Russian President's residence
- Belt Motorway**
Goes around the city and through most of the new industrial zones

— No, we'll take the train, Watt.

- Subway**
connects New England with the city metro lines and main railroad stations
- Light express metro**
goes through New England and connects this district with the southern parts of the city and the Pulkovo airport

Sir, I believe I see the Konstantinovsky Palace.

New England residents will be happy with the location not only because of good roads and short drives to the downtown. Speaking from the heart, any local resident will be able to talk tall about his cultured neighbors.

— Water? Again?

The Neva River, with St. Petersburg located in its delta, falls into here.

Student campus in Petrodvorets

Peterhoff and Alexandria Park

Mikhailovskoye Business School

BSH/Bosch and Siemens Hausgeraete Production Plant

Konstantinovsky Palace

Baltic Pearl neighbourhood

New England

Philip Morris Production Plant

Kraft Foods factory

Pulkovo-1

Pulkovo-2

St. Petersburg State University Campus

The campus on the southern shore of the Gulf of Finland is located on the territory of the Petrodvorets Academic and Research Complex of St. Petersburg State University. It is home to over 7,000 people, mostly students of the Peterhof-based University departments.

Peterhof Palace and Park Ensemble

Former imperial residence and the most luxurious architectural and landscape parks outside St. Petersburg, Peterhof is famous in Russia and abroad for its parks, palaces, and the world's largest fountains.

St. Petersburg State University Higher Management School Campus

Former estate of one of the Russian princes, the Mikhailovskaya Dacha palace and park ensemble, is now home to a modern business school for training top managers.

Konstantinovsky Palace

New England's border is just 200 meters away from the Konstantinovsky Palace, which is the former residence of Peter the Great, and now the Palace of Congresses and official residence of the Russian President. Since 2001, work is under way to develop and restore the palace and adjoining structures for holding international summits.

How do you do!

New England will be outfitted with all city amenities. According to the design, stores, schools, playgrounds, clubs, and all other requisite retail and service outlets will be located within a five to ten minute walk from each residential house.



— Families are Welcome.

The young people in New England will get a chance to buy their first place to live, whereas larger families will be able to locate a comfortable standalone house or a large apartment in a small apartment block. New kindergartens and schools will be built in the district. Once the children grow up, they will be able to go to one of Russia's best universities located two kilometers away from their home.

— Anyone for Studies?

The main departments of St. Petersburg University are located within a ten-minute drive from New England. Currently, the University is among the largest research and educational centers in Europe.

— Farewell to Smog.

Only the environmentally safe materials, methods, and techniques will be used in construction. The use of new solutions tested during the construction of several European cities will secure balanced discharge and energy savings. The land will be used with maximum efficiency during the construction with due account taken of landscape design and vehicle access requirements.

— A Hard Day's Night.

Excellent resort areas, such as the Gulf of Finland coastline, parks, palaces, and fountains of Peterhof, Strelina, Alexandria, and Oranienbaum formerly owned by the Russian imperial family are located next to New England.

Let me reiterate some facts, Sir.

Briefly about the key advantages of the project for partners and co-investors:

- convenient location of the land plot;
- title to land belongs to a private company;
- favorable legal situation (the land is zoned);
- developed transportation network;
- west European approach toward planning and investment management.

— Can I take your order?

— I think I'm fed up with the porridge.





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— Good afternoon, New England.

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— Good bye, porridge!

Cabbage is a well-known symbol of Russia along with balalaika, vodka, fur caps with ear flaps, bears, caviar and blini. But unlike balalaikas and bears that have now become rare, cabbage still plays an important role in Russian cuisine. Classic sauerkraut is always on the fun menu for foreign visitors to Russia. The Russian slang word "cabbage" stands for money. And in New England it is likely to have the same meaning.



A Land to Invest In

New England