

TECHNICAL MATTERS

We have undertaken a number of technical surveys to understand any potential constraints such as landscape, highways, drainage, ecology and trees. The application will be accompanied by a full suite of supporting documents.

Crucially, we recognise the existing concerns in respect of levels of traffic along Potash Road and a Transport Assessment will be submitted alongside the application which will assess the potential impact on highways and identify any mitigation which may be required. A full suite of Ecological surveys has also been undertaken to understand the presence of protected species. If any such species are impacted appropriate mitigation will be proposed. The site will also deliver a net gain in biodiversity.



Images of projects by Esquire Developments



WAY FORWARD

An outline planning application is currently being prepared and will be submitted shortly. We would like to hear from you if you have any views on the proposed scheme. We will continue to work on the scheme and review any feedback received from this consultation and incorporate any comments where we can.

You can submit comments online at www.consult-esquire.com or email potashroad@esquiredevelopments.com. An electronic version of this leaflet is also available at the above website address.

You can write to us at:

Potash Road Feedback
Esquire Developments
Studio 3, The Old Laundry
Green Street Green Road
Longfield, DA2 8EB

Please submit your comments by Friday 7th March 2025



LAND NORTH EAST OF POTASH ROAD, BILLERICAY

PROPOSED RESIDENTIAL DEVELOPMENT OF 49 DWELLINGS

PUBLIC CONSULTATION LEAFLET

Dear Resident,

This leaflet has been sent to explain emerging proposals on Land North East of Potash Road, Billericay. The site is approximately 3.2 hectares in size and we are proposing a residential development of up to 49 dwellings including affordable housing, with open spaces, landscaping and biodiversity net gain.

A site location plan is shown below. As a local resident we are keen to understand your views on the emerging proposals for the site.



Esquire Developments is a multi-award winning SME housebuilder based in Longfield, Kent. Established in 2011, we have forged an excellent reputation for building high quality, bespoke developments utilising local materials and local supply chains. We build around 120 homes a year and each site is uniquely designed and we do not have standard housetypes. Our homes are also built with high environmental credentials and we have recently committed to all of our developments being fully electric - meaning no boilers in our homes and a fabric first approach to the build quality.

Google Image of Site Location (not to scale)



Image of project by Esquire Developments

OUTLINE APPLICATION/ ILLUSTRATIVE LAYOUT

WHY ARE WE HERE?

There is an acute need for market and affordable housing within the Borough. Basildon Borough Council's (BBC) current Five Year Housing Land Supply is just 2.34 years, which equates to a shortfall of 3,315 homes. BBC are currently in the early stages of preparing a new Local Plan, which will seek to meet the housing needs of the Borough in full. Approximately 63% of Basildon Borough lies within the Green Belt and as such BBC have acknowledged that this will require the release of Green Belt land for development. The Regulation 18 Local Plan consultation document identifies 'Land north of Potash Road' as an alternative option for development and this site sits within the identified area.

The National Planning Policy Framework (NPPF) was revised in December 2024 and now includes the concept of 'Grey Belt' land which is land in the Green Belt that does not strongly contribute to the purposes of the Green Belt. Development on Grey Belt land should not be regarded as inappropriate development where the site is in a sustainable location, there is a demonstrable unmet need for the development, and it meets the 'Golden Rules' relating to affordable housing provision.

The proposed development of this site will utilise an area of Grey Belt land and deliver up to 49 much needed new homes (including 45% affordable homes to meet the Golden Rules). The site is in a sustainable location close to the built up area of Billericay, which offers a wide range of services and facilities. As such the proposed development would not constitute inappropriate development in the Green Belt.

Key

- 1 Proposed access formalising existing access
- 2 Parking court
- 3 Landscape buffers
- 4 Open space and biodiversity net gain
- 5 Existing woodland
- 6 Existing landscape retained
- 7 Play area
- 8 Swale / SUDs Pond

