

# WELCOME

## About Us

RO Land is a strategic land promotion business.

The company works with landowners to promote well-located land for residential development.

The company is part of the family-owned RO Group, based in Hertfordshire.



Carter Jonas

Carter Jonas

ECOLOGY SOLUTIONS  
LANDSCAPE, MITIGATION & BIODIVERSITY  
A PHENIX GROUP COMPANY

Arc Arboricultural Solutions



## SITE LOCATION

The 1.87 hectare site north of Shoreham Lane can provide new homes and a range of benefits.

The site has existing residential development to the north, east and south. Residential development is being constructed to the west. The proposal therefore represents an infill development that makes efficient use of the land within the existing settlement pattern, which is a key priority of the National Planning Policy Framework (NPPF).

The site is a logical and sustainable location for housing.



## What is Grey Belt?

For many years, the country, and Sevenoaks, has not built enough homes.

The Government has therefore placed the delivery of housing at the heart of their social and economic agenda. The Government was elected on a pledge to deliver 1,500,000 homes by the end of the current Parliament, a big increase on previous years.

To help meet this objective, the Government introduced the 'Grey Belt' concept in December 2024.

Grey Belt includes land that does not make a strong contribution to any of the below purposes of the Green Belt:

- To check the unrestricted sprawl of large built-up areas (a)
- To prevent neighbouring towns merging into one another (b)
- To preserve the setting and special character of historic towns (d)

Because the site is in a village, the site does not meet any of the above purposes of the Green Belt and is Grey Belt.

In order to for a proposal on a Grey Belt site to gain planning permission, sites must also:

- ✓ be in a sustainable location.
- ✓ be located in an area with a demonstrable unmet need for housing.
- ✓ the Golden rules must be met – 50% affordable housing, improvements to local infrastructure (CIL and s106), provision of new public open space.



# LAND OFF SHOREHAM LANE, HALSTEAD SITE CONSIDERATIONS

The plan below illustrates the key characteristics identified through the contextual and technical analysis of the site.

- 1 Access - Potential access taken from Shoreham Lane.
- 2 Heritage - There are no listed buildings within or directly adjacent to the site and the site is not within Halstead's Conservation Area.
- 3 Public Rights of Way - There are no PRoW which directly link into the site.
- 4 Flood Risk - The site is not within a flood risk area.
- 5 Bus Stops - There are a number of bus stops along Shoreham Lane and one on Clarks Lane. These provide opportunities for sustainable connections between the site, Halstead and nearby rail stations.
- 6 Trees - There are two trees of significance on the boundaries of the site. One located on the northern boundary and the other located in the southern portion of the site.
- 7 Green Belt - The site is Green Belt but the Local Planning Authority has confirmed the site could be considered grey belt.

## OPPORTUNITIES AND CONSIDERATIONS PLAN



# OUR PROPOSAL

An Outline Planning Application is currently being prepared for the Site. As part of this application, an Illustrative Masterplan is required and is presented below. A reserved matters application will be submitted at a later date. This will propose the exact site layout, mix of house sizes and parking provision.

The key principles of the plan are detailed as follows:

- Maximise retention of existing hedgerows and trees with the aim for a minimum of 10% onsite Biodiversity Net Gain (BNG).
- The layout has been designed so that proposed rear gardens adjoin existing rear gardens.
- Provides up to 52 homes with 50% affordable, including tenures for rent and shared ownership.
- Primary vehicular access from Shoreham Lane. New pedestrian crossing across Shoreham Lane to link to existing footway.
- 3700sqm of public open space which complies with local planning policy.
- Carefully designed sustainable drainage features on the lowest part of the site.

## ILLUSTRATIVE MASTERPLAN

ENGLISH RURAL AND JARVIS HOMES  
LAND NORTH EAST OF YEW TREE COTTAGES  
APPROVED: 22/01064/FUL



# KEY BENEFITS

Significant design and technical work has been completed to understand the site constraints and to develop a residential scheme that complements the existing village environment.

The proposals will provide much needed housing for new and existing residents through the delivery of up to 52 homes.

The development will provide public open space, children's play space and new pedestrian connections within Halstead.

The development will provide public open space, children's play space and make contributions towards local social infrastructure.

## KEY BENEFITS



New and accessible open space and play



Energy efficient homes



Affordable homes with a mix of sizes



High quality new market homes



Habitat corridors and nature areas



New routes for walking and cycling

# NEXT STEPS

“

*The Site presents an excellent opportunity to create a sustainable and well connected residential development on an infill site within the village of Halstead. Providing open space for leisure, recreation, wildlife and biodiversity, whilst also providing new homes within walking or cycling distance to Halstead and local amenities. Enhanced areas of tree and shrub planting will contribute to a defensible boundary to the northern edge of Halstead.*

”



## Timeline



Thank you for attending our public consultation. Please let us know your thoughts by completing a feedback form.

The project team will use the feedback received to review the masterplan for the Site. RO Land is hoping to submit a planning application in the coming months, following a review of the feedback received and further technical information.

