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Planning Services
Rother District Council

4th July 2024

Dear Planning Services,

Draft Local Plan 2020–2040 Regulation 18 Consultation

Representation for Inclusion of 'Land at Ninfield Road, Bexhill' in the Rother Local Plan 2020–2040

This representation is submitted on behalf of Forte Developments Ltd in response to the Rother Local Plan 2020-2040 consultation. We are specifically promoting a land to the west of Ninfield Road, which falls within Site ID: BEX0072, as identified in the Housing and Economic Land Availability Assessment (HELAA). Our client's land extends to 1.15 ha and can accommodate 50 to 60 dwellings.

The following response is made in respect to the questions set out in the draft Rother Local Plan 2020-2040:

Q56. What are your views on the vision for Bexhill?

The vision for Bexhill, as outlined in the Rother Local Plan 2020-2040, positions the town as a key focus for sustainable residential and commercial growth. The plan emphasises development within the urban area on brownfield sites and at its edges through 'live well locally' urban extensions on greenfield sites. This strategic approach aims to deliver a minimum of 2,163-3,398 dwellings and 39,572-59,256 sqm of employment floorspace across the Bexhill sub-area, ensuring a balanced and sustainable expansion.

We support this vision as it aligns with the principles of sustainable development and community well-being.

The focus on brownfield redevelopment and greenfield urban extensions ensures that growth is managed in a way that minimises environmental impact while meeting housing and employment needs.

We support the broad locations of west and north Bexhill, which are identified for continued growth as 'live well locally' urban extensions. These areas offer opportunities for higher-density development where sustainable, ensuring efficient land use and integration with the existing urban fabric.

The land at Ninfield Road [HELAA Ref: BEX0072], located in north Bexhill, aligns perfectly with this vision. It is well-connected to the main urban areas and local neighbourhoods through existing and planned sustainable transport options, including pedestrian and cycle routes, as well as car access.

Ensuring that growth occurs in areas well-connected to the existing transport network, such as the land at Ninfield Road [HELAA Ref: BEX0072] is crucial. This not only facilitates efficient movement but also supports the delivery of improvements to key routes, such as the A259 and other major junctions.

The plan's commitment to maintaining a strong green strategic gap between Bexhill and Hastings, with the Combe Valley Countryside Park playing a vital role in recreation and biodiversity, is commendable. This approach prevents urban sprawl and ensures that each settlement maintains its distinct identity and landscape character.

In conclusion, the vision for Bexhill in the Rother Local Plan 2020-2040 provides a comprehensive framework for sustainable growth, balancing residential and commercial development with the preservation of green spaces and enhancement of transport networks. The land at Ninfield Road [HELAA Ref: BEX0072] in north Bexhill supports and aligns with this vision, offering a viable and strategic location for contributing to Bexhill's future growth and prosperity.

Q57. What are your views on the two broad locations for growth (west Bexhill and north Bexhill) and their growth potential in the Bexhill strategy area in figures 13, 14 & 15?

The two broad locations for growth in west Bexhill and north Bexhill are strategically important for accommodating future development needs.

North Bexhill, where the land at Ninfield Road [BEX0072] is located, offers significant potential for growth due to its proximity to new road and pedestrian infrastructure, such as Haven Brook Avenue.

This area provides an excellent opportunity to develop a sustainable community with improved connections to services and amenities in Sidley. The existing and planned infrastructure investments in North Bexhill make it a viable and attractive location for new residential development.

The west Bexhill area also has potential, particularly in enhancing the green gap and ensuring that new development is in harmony with the countryside setting. However, given the environmental constraints and the need to maintain the character of the area, development here should be carefully managed.

Overall, both areas have growth potential, but North Bexhill, with its established infrastructure and fewer environmental constraints compared to west Bexhill, is particularly suitable for residential-led growth.

Q58. What are your views on the potential sites identified in the draft HELAA that could accommodate more growth in Bexhill?

The draft HELAA identifies several potential sites for growth in Bexhill, including Site ID: BEX0072. The identified sites can significantly contribute to meeting the housing and economic needs of Bexhill.

Land at Ninfield Road, within the broader BEX0072 location, stands out due to its accessibility and potential for integration with existing and planned infrastructure. The site's proximity to Haven

Brook Avenue provides an excellent opportunity for creating a well-connected residential area that supports the overall vision for Bexhill.

Furthermore, with appropriate landscaping and high-quality design, this site can enhance the local environment while providing much-needed housing.

Q76. What are your views on the district-wide development potential for the Local Plan up to 2040 which is presented in figures 4, 35, and 36?

The proposed distribution of development across the district is sensible, aiming to concentrate growth in areas with existing or planned infrastructure improvements, such as North Bexhill. This approach not only makes efficient use of available resources but also minimizes the environmental impact of new development.

By focusing on strategic growth areas, the plan supports sustainable development principles, enhances connectivity, and promotes economic vitality.

The land at Ninfield Road [BEX0072] aligns with this district-wide strategy by offering a viable location for residential development within an identified growth area, thus contributing to the overall objectives of the Local Plan.

The land at Ninfield Road [BEX0072]: Site Strengths for Inclusion in the Rother Local Plan 2020-2040

Land at Ninfield Road, within the broader context of Site ID: BEX0072, presents numerous strengths that make it an ideal candidate for inclusion in the Rother Local Plan 2020-2040.

Located in North Bexhill, this site is strategically positioned to contribute to the sustainable residential growth envisioned for the area.

Below are the key strengths of this site, highlighting its suitability for development and alignment with the broader goals of the Local Plan.

Existing Residential Use and Proximity to Bexhill

The site is already in residential use, which simplifies the transition to a higher density residential development. The existing use underscores its suitability and readiness for further residential development, reducing the complexity associated with land use changes and planning permissions.

The site is also well connected to the existing Bexhill settlement.

Its proximity to established residential areas ensures that future residents will be part of an existing community with access to local amenities, schools, and services. This connectivity supports the creation of a cohesive and integrated neighbourhood.

Availability and Deliverability

The land is available for development and can be delivered within the next five years.

This readiness ensures that the site can meet immediate housing needs, contributing to the council's short-term development targets.

The lack of legal or ownership disputes further confirms the site's viability and readiness for prompt development.

Capacity for 50 to 60 Dwellings

The site has the capacity to accommodate between 50 to 60 dwellings.

This scale of development is substantial enough to contribute meaningfully to the housing supply while remaining manageable in terms of planning and integration with existing infrastructure. The proposed density aligns with the local development framework, ensuring a balanced and sustainable growth.

Independence from Other Sites

The development of this site is not reliant upon any other site coming forward.

This independence ensures that its progress is not contingent on external factors or the development timelines of neighbouring sites. The autonomy of this site makes it a reliable and predictable option for meeting housing targets within the specified timeframe.

Access

The site benefits from direct access from the roundabout junction between A2691 Haven Brook Road and A269 Ninfield Road.

This prime location ensures easy and efficient connectivity to major road networks, facilitating smooth ingress and egress for residents and service vehicles. The strategic position at this junction underscores the site's suitability for residential development by providing immediate and convenient access.

Public Transport Accessibility

The site is well connected to public transport corridors, providing residents with easy access to bus routes and other forms of public transportation. This connectivity reduces reliance on private vehicles, supports sustainable transport options, and enhances the overall accessibility of the site.

No Infrastructure Constraints

There are no significant infrastructure constraints that would delay the development of this site.

Existing road networks, utilities, and essential services are already in place or can be easily extended to the site.

This absence of major infrastructural hurdles ensures that development can proceed without unforeseen delays, making the site an attractive and practical option for residential growth.

Existing Landscaping and Screening

The site is well-screened with existing landscaping along the boundaries.

Conclusion

In summary, land at Ninfield Road [BEX0072] is ideally suited for inclusion in the Rother Local Plan 2020-2040.

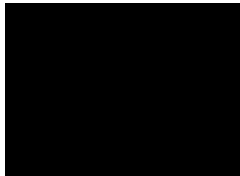
It aligns with the vision for Bexhill, leverages the growth potential of North Bexhill, addresses the needs identified in the draft HELAA, and supports the district-wide development strategy.

To assist your planning for the site, I have included an indicative site framework in Appendix A for discussion purposes.

We respectfully request that the Council consider this site for allocation, recognising its potential to contribute positively to the sustainable growth and development of Bexhill.

Should any further information be required, please do not hesitate to get in contact.

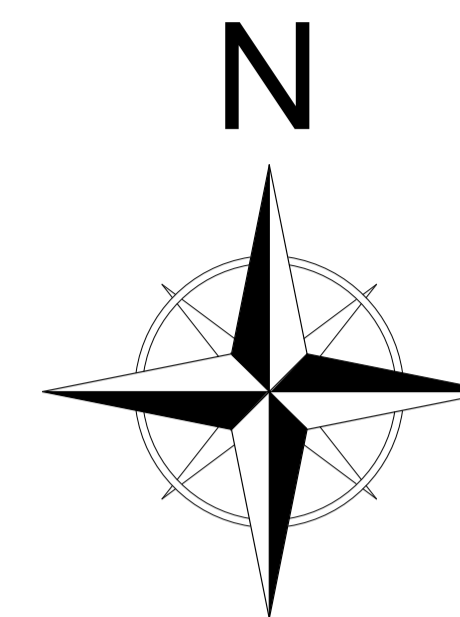
Yours faithfully,



Andrew Ransome MRTPI

Planning Director

Appendix A: Indicative Site Framework



Revisions
- 24/06/2024 First issue



Client

Project address
Rialtio Hall
St Marys Lane, Bexhill-on-sea
East Sussex TN39 5JE

Project description
**Illustrative Block Plan to inform
Draft Local Plan 2020-2040
Regulation 18 Consultation**

Drawing title
**Illustrative Block Plan to inform
Draft Local Plan**

Scale 1:500 @ A1

Job N°	Drawing N°	Revision
3283	08	

Illustrative Block Plan to inform Draft Local Plan