

The Bexhill / Hastings economic growth corridor

A more prosperous local economy

The Government has recognised that the Bexhill & Hastings area suffers from economic disadvantage, severe congestion and geographic isolation through poor transport links.

As a result, the area has been awarded government funding for transport schemes to unlock the potential of a local 'economic growth corridor'.

You've already seen this funding in action with the Bexhill-Hastings Link Road and the North East Bexhill Gateway Road.

It's now time to build the final piece of the 'economic growth corridor'.

The proposed North Bexhill Access Road would connect the Bexhill-Hastings Link Road with the A269 Ninfield Road, north of

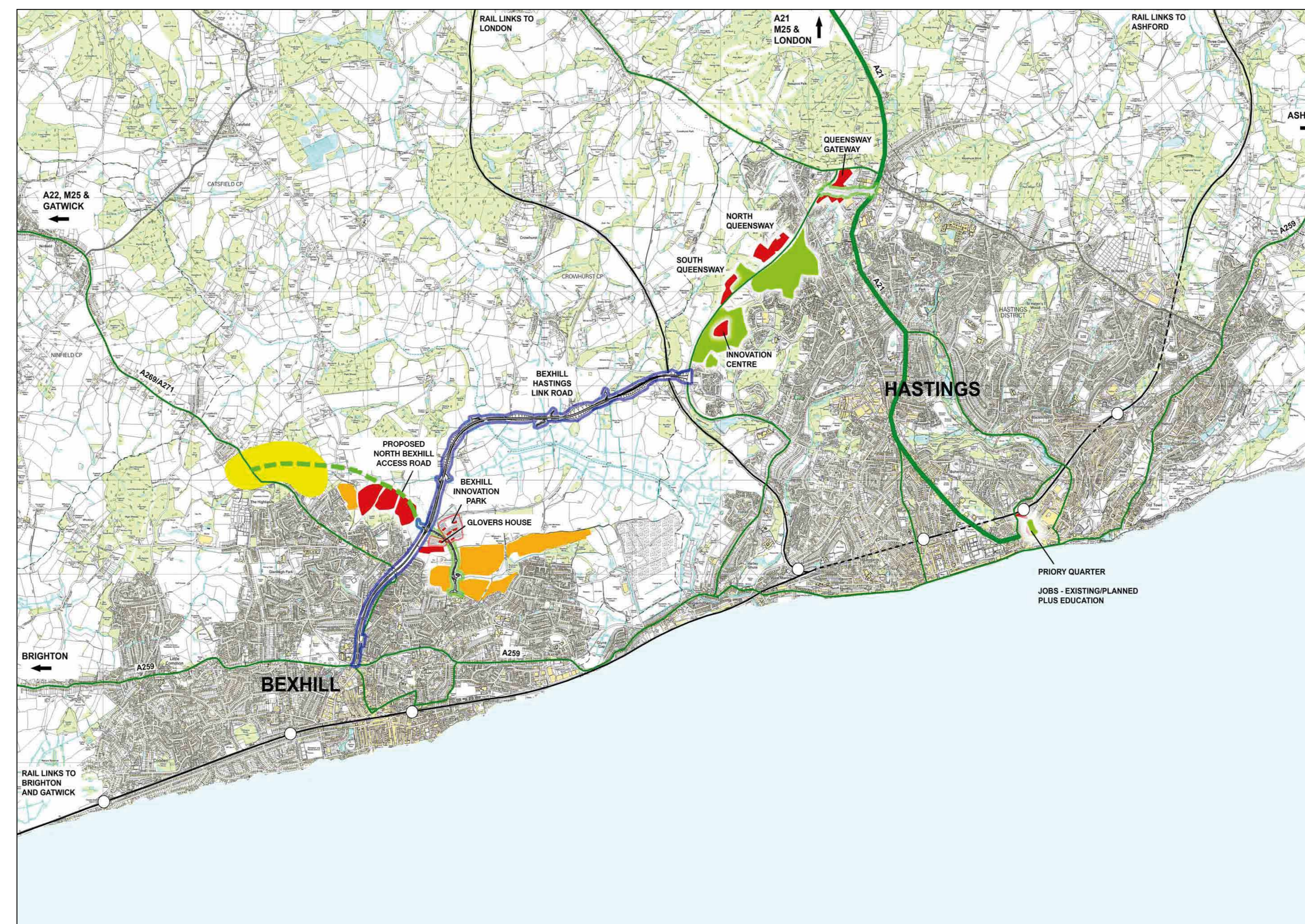
Sidley. It will ease congestion in the area by diverting traffic travelling east and west.

It will help people travelling between Bexhill and Hastings and beyond by reducing journey times.

The road would also open up new development land to the north-east of Bexhill.

The Rother District Local Plan has identified new areas for employment and housing, but without a new road, this can't be developed.

It's anticipated the North Bexhill Access Road will help create 1,600 jobs in new and expanded local businesses, as well as allow the development of much-needed housing.



Green = Existing employment areas
Red = Allocated employment areas
Orange = Existing housing allocations
Yellow = New 2014 housing allocations

Relevant local planning policies

The North Bexhill Access Road delivers a number of relevant local planning policies.

“Our approach to delivering infrastructure to achieve sustainable economic growth and help deliver housing development in Bexhill and Hastings is to:

- Investigate potential improvements across the transport network to facilitate housing and employment growth including the Bexhill ‘Country Avenue’ Western Extension.”

**East Sussex County Council
Local Transport Plan 3**

“Development may be extended westwards adjacent to the urban area without undue impact on the wider landscape.

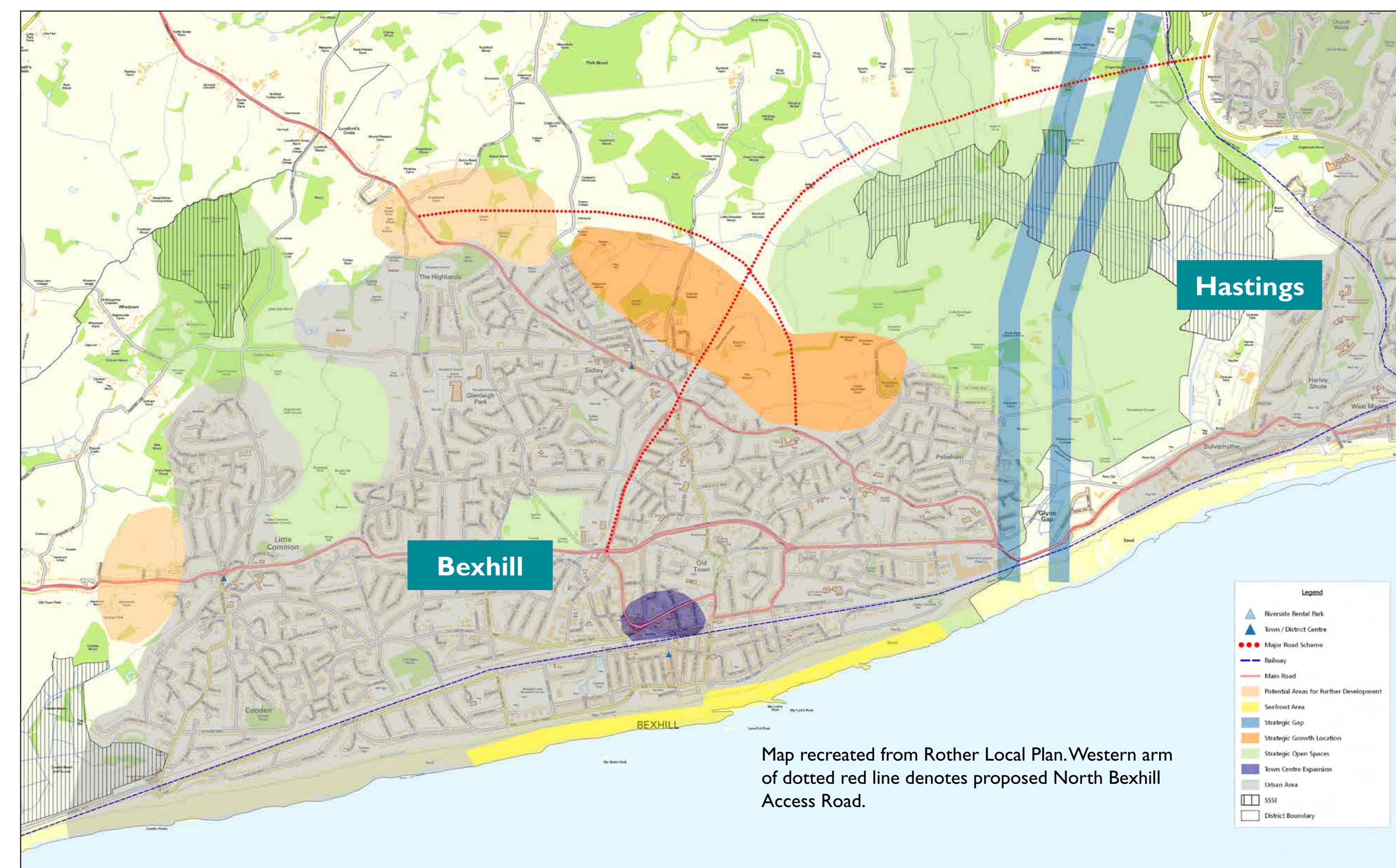
This provides the opportunity to extend the proposed ‘County Avenue’ serving the existing allocation in the area of Preston Hall Farm as far as the A269, Ninfield Road, thereby relieving Sidley of significant through traffic.”

**Rother District Council
Core Strategy (2014)**

The Rother Local Plan – throughout its various updated versions – refers to this road scheme as the ‘Country Avenue’, as shown in the map below recreated from the Plan. The key planning policy is BX3, summarised on the right.

In March 2012, the Government confirmed its financial support for the Bexhill-Hastings Link Road to drive economic growth in the area. The proposed North Bexhill Access Road aims to build on that and allow the development strategy for Bexhill to be fulfilled.

The proposed road would also improve connectivity between Rother and the rest of the county and wider south east. In particular, it accords with Rother District Council’s transport policy (TRI) and is highlighted in East Sussex County Council’s Local Transport Plan (2011-2028) as a catalyst for regeneration.



Rother District Council Core Strategy, Policy BX3:

This policy defines the development strategy for North Bexhill and identifies how this area will contribute to the wider strategy for Bexhill through:

- A total of at least 60,000 sq m of new business floorspace, focussing on strategic employment areas associated with construction of the Link Road;
- An overall level of housing growth of 3,100 dwellings between 2011-2018.

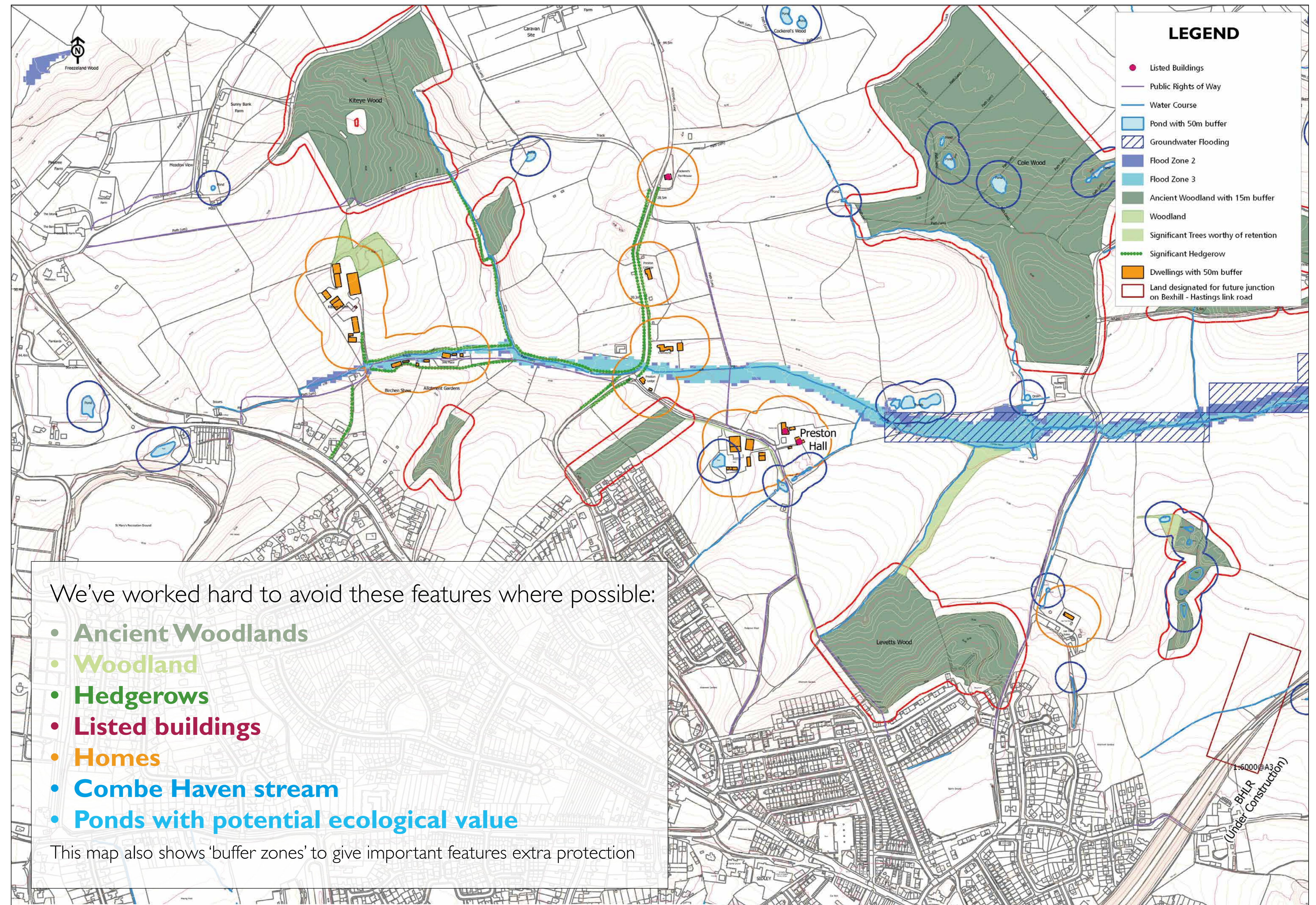
The planning policy has identified further sites to the north and west of Bexhill. It is considered that this proposal will unlock the development potential of North Bexhill.

Rother District Council Core Strategy, Policy TRI:

Policy TRI suggests that support will be given to the improvement of strategic infrastructure that will strengthen the role of Rother, and especially Bexhill, as an area of economic activity and investment opportunity. The North Bexhill Access Road provides this opportunity by improving connectivity along a key transport corridor.

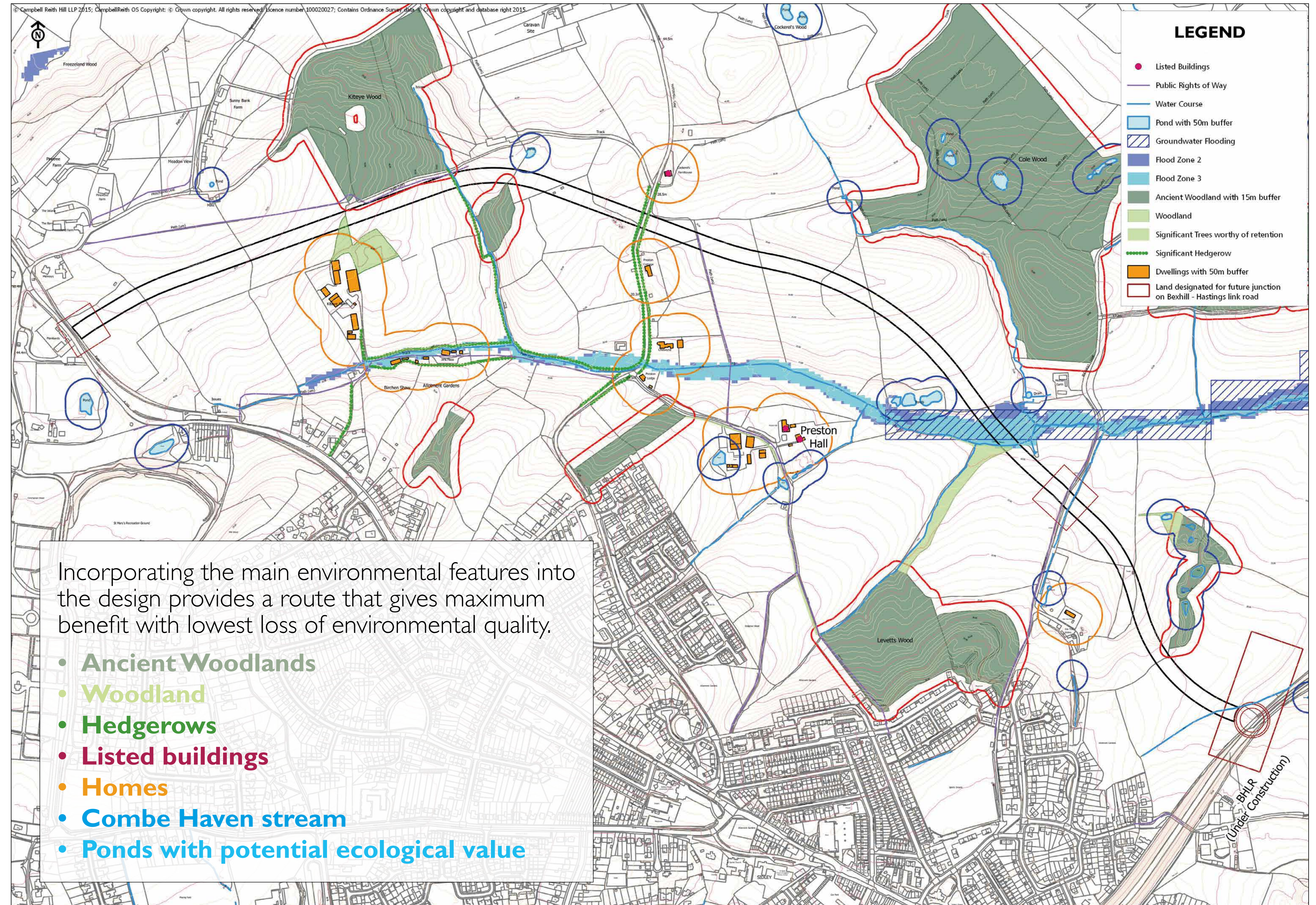
Design considerations

The area has many environmental features that have influenced the suggested route and design of the North Bexhill Access Road, as shown.



Design considerations and proposed route

The area has many environmental features that have influenced the suggested route and design of the North Bexhill Access Road.



Proposed North Bexhill Access Road – the details

The North Bexhill Access Road would be a 2.4 km long single carriageway connecting the Bexhill-Hastings Link Road (under construction) with the A269 (Ninfield Road) just south of Freezeland Lane.

The design has been influenced by a number of physical constraints.

The road's route has been developed to ensure appropriate connections to the highway network while respecting the natural environment.

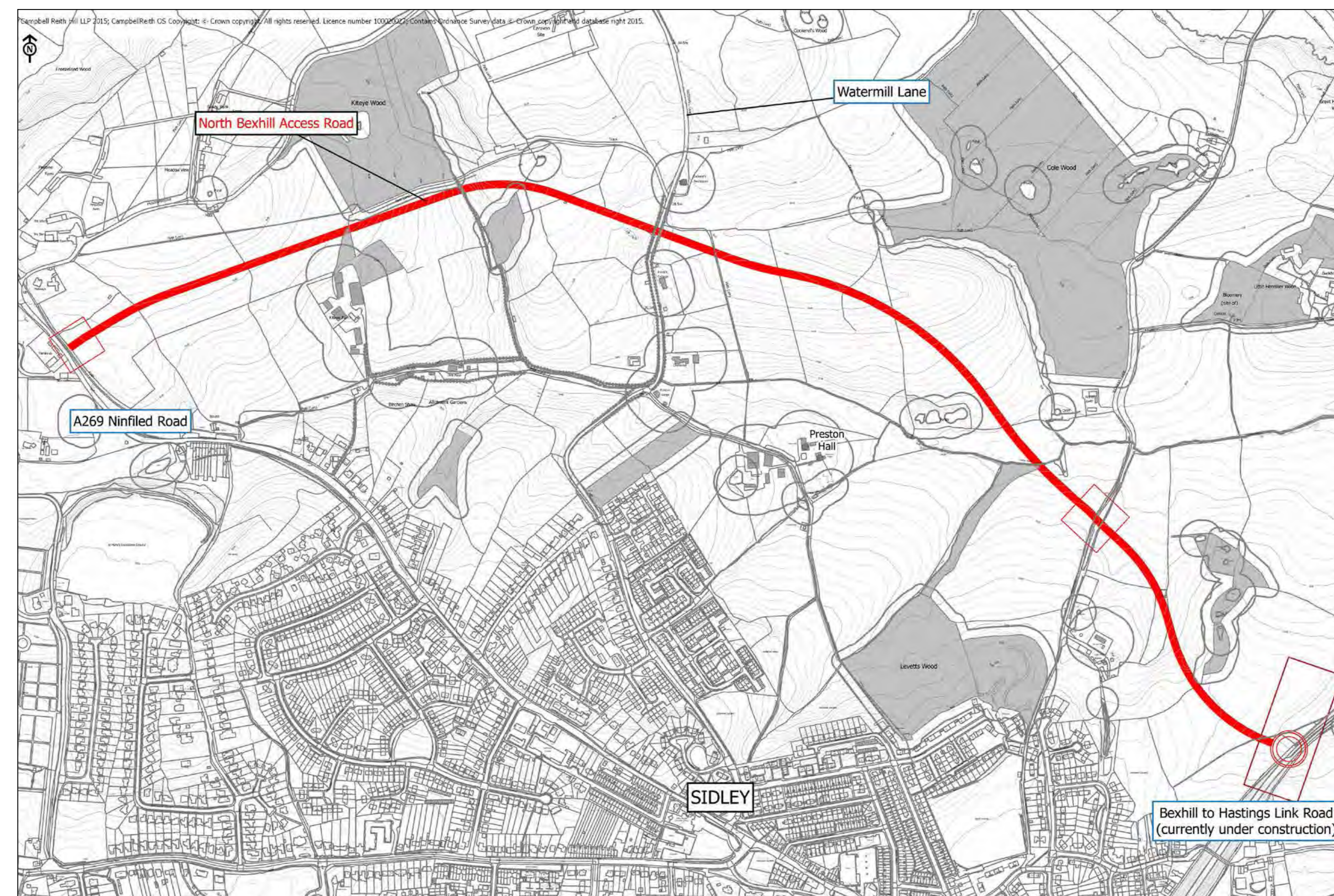
The scheme includes two bridges: one to cross the environmentally sensitive Combe Haven; the other to cross over Watermill Lane to avoid any increase in local traffic.

Where possible, the scheme also includes significant buffers to protect Ancient Woodland.

The North Bexhill Access Road would provide a further junction to serve the business land while pedestrian and vehicle access to existing homes and businesses would be maintained.

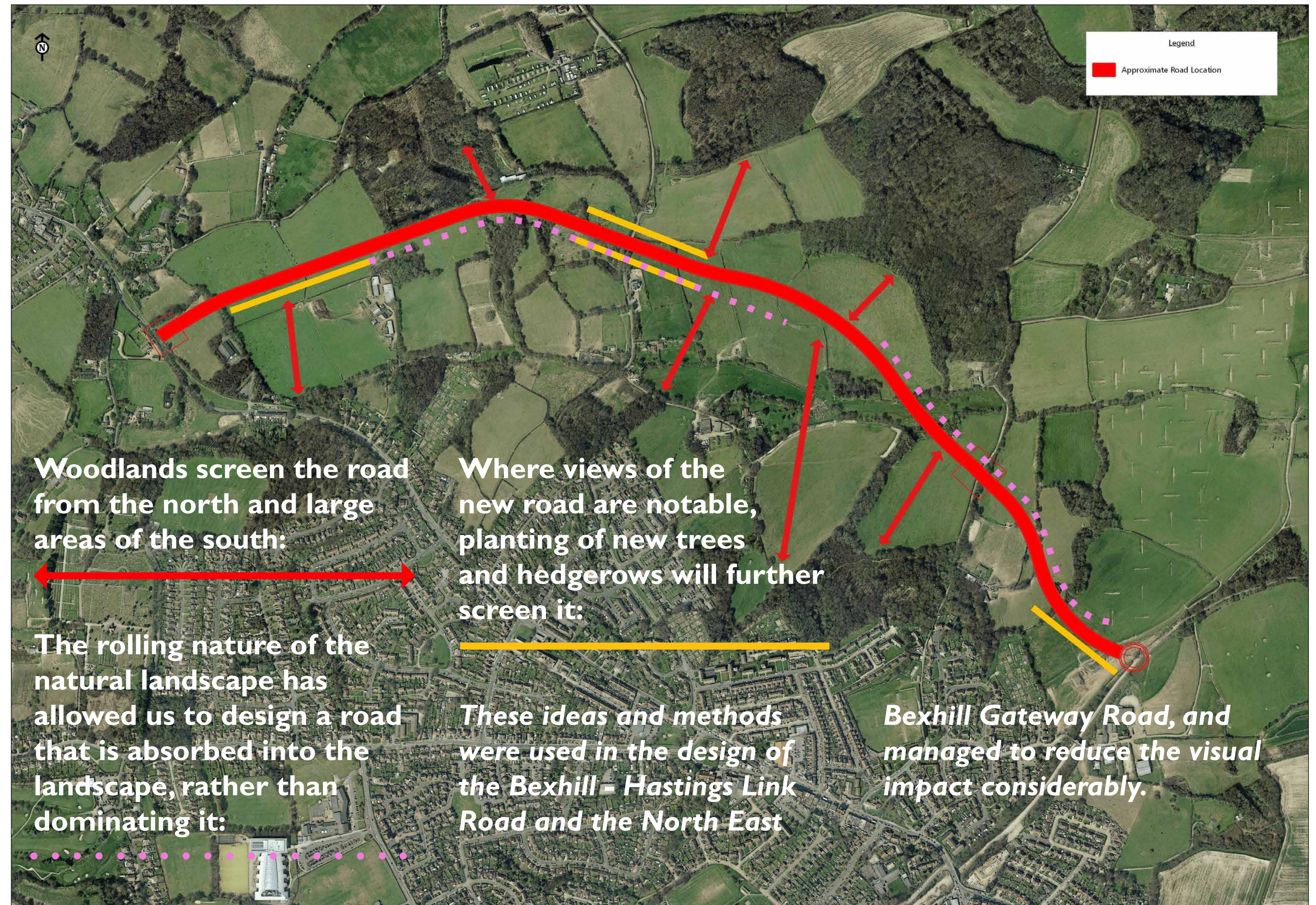
The road would incorporate new foot paths and cycle ways. Existing Public Right of Ways would be preserved and, where appropriate, enhanced.

Construction of the scheme would involve earthworks, utility and drainage works as well as appropriate landscaping and ecological measures.



Visual impact

We've undertaken comprehensive landscape studies & design reviews to minimise the visual impact of the scheme



Scheme impact

The North Bexhill Access Road scheme delivers substantial benefits for Bexhill and any negative effects that occur will be appropriately mitigated.

Better transport links

The North Bexhill Access Road would provide better and faster transport links between Bexhill and Hastings and improve regional journeys. This would help unlock the economic potential of the area.

Visual impact

The road will be effectively screened by existing woodland and the naturally rolling landscape. Additional screening will be introduced where necessary by planting more trees and hedgerows.

Traffic congestion

There is an expectation that local traffic congestion will be reduced.

Noise & air quality

By removing traffic from the local road network and placing it on a new, free-flowing, purpose-built road, noise and pollution are expected to reduce on local roads.

Natural environment

Our ecology experts have surveyed the land and analysed any important species and features.

Any species that are found within the area will be preserved and habitats will be replaced where required.

Economy

By providing improved transport links, the Bexhill area can benefit from region-wide regeneration as part of the economic growth corridor.

Locally, the road will allow the development of the new employment land identified in the Rother Local Plan.

This will have a positive impact on the people of Bexhill.

Public access & Rights of Way

The road will cross the foot path close to Watermill Lane. We will re-route this path to maintain an unbroken route with no reason to cross the new road.

Our designs for a new bridge over the Combe Haven will allow for a possible 'Combe Haven Walk' to be opened in the future.

Give us your views

Your views on the North Bexhill Access Road will be collated and considered prior to submission of any planning application.

Please complete the forms to tell us what you think.

If you'd like to make any further comments, please send them to reach us by 6pm Thursday 2 July by email to:

comments@nbexhillaccessroad.com

or by post to:

NBAR Comments, Holwood Place, 33 Rydens Road, Walton KT12 3AF.

You'll also be able to see the planning application for the road on the Rother District Council website when it's submitted later this summer, and can send any views to the Council's planning team then.