



Objection to Planning Application 55318/001

Dear Samantha Owen,

I am writing to formally object to the outline planning application 55318/001 for the proposed development at Land west of Beechlands Road, South Medstead, Alton. This objection focuses on the inadequacies of the consultation process and the developer's attempt to control the narrative, which undermine the transparency and effectiveness of the planning application process.

Control of Narrative

The developer's narrative aims to present the proposal in a positive light, emphasizing benefits and downplaying potential adverse impacts. This can be seen as an attempt to control the narrative and influence public perception and planning authority decisions. Such practices undermine the integrity of the planning process.

- **Lack of Transparency:** By presenting extensive documentation (over 2000 pages for 70 dwellings) and using an outline application format, the developer may obscure critical details. This makes it challenging for residents and planning authorities to fully understand and evaluate the proposal's implications.
- **Selective Information:** The developer emphasizes benefits while neglecting to provide comprehensive details on potential adverse impacts, such as increased traffic, strain on local infrastructure, and environmental degradation. This selective presentation skews the public's understanding and hinders informed decision-making.



Inadequate Consultation Process

The consultation process has not been conducted in a manner that ensures meaningful participation and transparency, further highlighting the developer's attempt to control the narrative.

- **Insufficient Community Engagement:** The developer has not adequately informed residents about the full extent of the proposed development, particularly its impact on local roads and infrastructure. The lack of early and transparent communication undermines trust and prevents residents from fully understanding and engaging with the proposal.
- **Outline Application Format:** The use of an outline application for a development of this scale and impact is inappropriate. It allows the developer to defer providing detailed information, making it difficult for stakeholders to assess the full implications of the proposal.

Location and Policy Compliance

The proposed development is outside the defined settlement boundaries of Medstead and is not included in the local development plan. This raises significant concerns about the proposal's compliance with strategic planning policies and its sustainability.

- **Outside Settlement Boundaries:** The development site is located outside the defined settlement boundaries, making it inconsistent with the local development plan and strategic planning policies.
- **Not Included in Interim Local Development Plan:** The site is not included in the recently updated Interim Local Development Plan. This further supports the need for a full planning application to ensure comprehensive assessment and compliance with planning policies.



Conclusion

The developer's approach to controlling the narrative and the inadequate consultation process significantly undermine the planning application process's transparency and effectiveness. By presenting selective information and using an outline application format, the developer hinders residents and planning authorities from fully understanding and evaluating the proposal's implications.

Given these issues, I urge the planning authority to reject this outline application in its entirety and impose mechanisms to prevent such inappropriate applications from being introduced into the planning process in the future. This approach will ensure that all potential impacts are thoroughly evaluated and that the development aligns with the principles of sustainable rural growth.

Thank you for your attention to this matter. I look forward to your response.

Sincerely,

Note: For privacy reasons, all personal information including a signature has been attached as a separate document, as any comments on the planning application are intended to be published by EHDC.

Attachments:

[Context for Objections to Planning Application 55318-001 - 20240620-01.pdf](#)

References:

- [BARGATE HOMES' WEBSITE SOLICITING FEEDBACK FROM NEIGHBOURING RESIDENTS REGARDING LAND WEST OF BEECHLANDS ROAD IN MEDSTEAD. FACADE OF CARE](#)
- [LAND REGISTRY — LAND WEST OF BEECHLANDS ROAD, MEDSTEAD – OFFICIAL COPY OF THE REGISTER TITLE](#)
- [BARGATE HOMES – LAND NORTH OF, BOYNESWOOD LANE – ASHWOOD BROCHURE](#)
- [EIA SCREENING APPLICATION FOR FOUR MARKS & MEDSTEAD WARD \(2011-2024\)](#)
- [FOI – REF-191888-D3L9 – POPULATION](#)
- [FOI – REF-191888-D3L9 – EHDC SPREADSHEET “DWELLINGS COMPLETIONS IN FOUR MARKS AND MEDSTEAD BETWEEN 2011 AND 2023 \(APR-MAR\) BY PARISH](#)
- [SOUTH MEDSTEAD | LARGE DEVELOPMENT SITE | INFORMATION PACK – 2019](#)
- [ECOLOGICAL IMPACT ASSESSMENT submitted by Bargate Homes, dated 2024, yet page 100 clearly shows that the tube survey started in 2018.](#)