

I object to the proposed King Alfred development on the basis of the following material planning considerations:

- The proposal does not adequately comply with local planning policy, particularly in relation to scale, massing, and community impact.
- The design, scale, and overall townscape impact are inappropriate for this prominent seafront location.
- There are significant concerns regarding impacts on heritage assets and the surrounding conservation area.
- The development would negatively affect residential amenity, including loss of light, increased overlooking, and noise.
- The transport strategy and parking provision are insufficient and would place additional pressure on already constrained local infrastructure.
- The environmental impacts have not been fully addressed, and further scrutiny through Environmental Impact Assessment (EIA) is required.
- The proposal does not demonstrate adequate protection or enhancement of ecology and biodiversity.
- There are unresolved concerns regarding flood risk and drainage, particularly given the coastal location.
- The claimed socio-economic benefits do not clearly outweigh the scale of harm identified.
- Any proposed Section 106 obligations do not sufficiently mitigate the impacts of the development.