

## 6. Landscape and Visual Effects

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- 6.1. This ES chapter considers the landscape and visual effects of the Proposal and represents a Landscape and Visual Impact Assessment (LVIA) which relates to the re-development of Knoll House Hotel, Ferry Road, Studland, Dorset BH19 3AH ('the site'). The viewpoint assessment for the Proposal is to be found in Appendix 6.4.
- 6.2. This chapter has been prepared by Richard Sneesby Landscape Architects, a Landscape Institute Registered Practice. Assessment work has been undertaken by Richard Sneesby BSc MA FLI. The author is a Fellow of the Landscape Institute with over 20 years' experience of landscape and visual assessment of a wide range of development proposals.

### Legislative and Policy Context

#### National Planning Policy Framework (NPPF) 2021

- 6.3. Extracts from the NPPF below are those relevant to the application. Reference is made to these, where appropriate within this chapter.

#### **Section 15: Conserving and enhancing the natural environment**

- 6.4. Paragraph 176 – states that “Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas, and should be given great weight in National Parks and the Broads. The scale and extent of development within all these designated areas should be limited, while development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas.”
- 6.5. Paragraph 177 – states that “When considering applications for development within National Parks, the Broads and Areas of Outstanding Natural Beauty, permission should be refused for major development other than in exceptional circumstances, and where it can be demonstrated that the development is in the public interest. Consideration of such applications should include an assessment of: a) the need for the development, including in terms of any national considerations, and the impact of permitting it, or refusing it, upon the local economy; b) the cost of, and scope for, developing outside the designated area, or meeting the need for it in some other way; and c) any detrimental effect on the environment, the landscape and recreational opportunities, and the extent to which that could be moderated.”

- 6.6. Paragraph 174 - which states planning decisions should “contribute to and enhance the natural and local environment by (a) protecting and enhancing valued landscapes... (in a manner commensurate with their statutory status...); (b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services.”

**Other design-related sections of the NPPF which have some resonance with the proposed development:**

- 6.7. Section 8: Promoting healthy and safe communities – Paragraph 92c, which requires development to enable and support healthy lifestyles, including through the provision of green infrastructure and layouts which encourage walking and cycling.
- 6.8. Section 12: Achieving well-designed places – Paragraph 130 states that planning decisions should ensure developments: (a) “will function well and add to the overall quality of the area...”; (b) “are visually attractive as a result of good architecture, layout and appropriate and effective landscaping”; (c) “are sympathetic to local character and history, including the surrounding built environment and landscape setting...”; (d) “establish or maintain a strong sense of place, using the arrangement of streets, spaces building types and materials to create attractive, welcoming and distinctive places to live, work and visit”; (e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space)...; and (f) create places that are safe, inclusive and accessible which promote health and well-being...”.
- 6.9. Section 12: Achieving well-designed places – Paragraph 131 which notes that “Trees make an important contribution to the character and quality of urban environments, and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible”.

## Local Development Plan Policy

### Purbeck Local Plan, Part 1, Adopted November 2012

6.10. Work on the replacement Dorset Council Local Plan is progressing through the examination process as detailed below. However, at the time of undertaking the LVIA, the following adopted local policies from the Purbeck Local Plan, Part 1 remain relevant to the LVIA:

- *Policy LD (General Location of Development)*
- *Policy SE (South East Purbeck)*
- *Policy CO (Countryside)*
- *Policy DH (Dorset Heath International Designations)*
- *Policy D (Design)*
- *Policy LHH (Landscape, Historic Environment and Heritage)*
- *Policy TA (Tourist Accommodation and Attractions).*

6.11. For a full review of relevant local planning policy, refer to the Planning Statement accompanying this application.

### Emerging Purbeck Local Plan 2018-2034

6.12. The replacement Purbeck Local Plan was submitted for examination in January 2019. An examination in public took place in 2019 followed by consultation on proposed Main Modifications between December 2020 and January 2021. Consultation on Further Proposed Main Modifications took place during October 2021. An additional hearing session took place in July 2022 followed by various correspondence in relation to housing need and nutrient pollution matters throughout 2022.

6.13. The new plan has not yet been adopted at the time of writing however the Plan is now significantly progressed. Relevant emerging policies include the following, Note that some of the policies have been subject to modifications to wording through the examination process and further amendments may still occur in due course.

### Policy E1: Landscape

6.14. The Council attaches great weight to conserving and enhancing landscape and scenic beauty in the Area of Outstanding Natural Beauty (AONB). The scale and extent of any development within these designated areas will be limited. Development, other than major development (where the NPPF provides guidance), will only be permitted in Dorset AONB where proposals would conserve and enhance the natural beauty of the area and are appropriate in terms of:

- a. appearance, scale, height, layout, density;

- b. any other effects on landscape character and visual quality (such as noise, light and traffic) and
  - c. compliance with other policies in this Purbeck Local Plan.
- 6.15. The Council will also take account of the cumulative, and indirect landscape and visual effects of development along with measures to avoid, reduce or compensate for any harmful impacts on the natural beauty of the AONB.
- 6.16. Non-designated landscapes: The design of development should take account of:
- a. landform;
  - b. the character of the existing landscape;
  - c. the cumulative impacts with existing or planned development; and
  - d. existing trees and hedgerows.
- 6.17. Poorly designed development which significantly harms landscape character and visual quality and fails to take the opportunities to improve landscape character and visual quality shall be refused unless adverse effects can be suitably mitigated or compensated for.

### **Policy E12: Design**

- 6.18. The Council will expect proposals for all development and other works to demonstrate a high quality of design that:
- a. positively integrates with their surroundings;
  - b. reflects the diverse but localised traditions of building materials found across the District;
  - c. limits the opportunities for crime and anti-social behaviour;
  - d. where appropriate supports and promotes sustainable modes of transportation;
  - e. avoids and mitigates any harmful impacts from overshadowing, overlooking, noise and any other adverse impacts including light pollution from artificial light on local amenity;
  - f. supports biodiversity through sensitive landscaping and in-built features;
  - g. minimises energy consumption, including where possible inclusion of renewable energy;
  - h. supports the efficient use of land taking account of capacity in existing infrastructure and services, access to sustainable means of transport, the local area's prevailing character and the requirement to deliver high quality buildings and places; and,
  - i. provides buildings which are accessible to all.

#### Locally distinctive design

- 6.19. Local policies in neighbourhood development plans should support the general principles around achieving high quality design.

### Policy EE4: Supporting vibrant and attractive tourism

- 6.20. Development opportunities to enhance the visitor economy will be supported where they are of a scale, type and appearance appropriate to the locality and provide local economic benefits.
- 6.21. Hotels and bed and breakfast accommodation should be distributed in accordance with the settlement hierarchy, inside the settlement boundaries identified on the Policies Map.
- 6.22. Outside settlement boundaries: The Council will permit:
- I. conversion of existing buildings;
  - II. limited new development that is closely related to existing buildings;
  - III. campsites;
  - IV. caravan sites; and,
  - V. other buildings used as holiday accommodation;
- 6.23. For tourist related activities and tourist accommodation provided it:
- a. the impact of proposed development on European sites, alone or in combination with other existing and proposed development, will be screened for likely significant effects under the Conservation of Habitats and Species Regulations (amended) (EU exit), 2019. Where this is found to be the case an appropriate assessment (to include any necessary mitigation) will be required (taking into account the lifetime of the development) to show how the development will avoid adverse impact on the integrity of the relevant European site(s); would not result in an adverse impact, particularly in accumulation, upon designated and non-designated landscapes and local, national and international sites of biodiversity importance and
  - b. it does not result in harmful impacts upon local services and the capacity of roads and other infrastructure; and
  - c. the scale of any proposed buildings, and nature, of the development does not harm the character and value of any landscape or settlement potentially affected by the proposals, and avoids any adverse impact to the amenity of neighbouring uses; and;
  - d. it can demonstrate that it would result in benefits for the economy of Purbeck; and
  - e. if located within the AONB or green belt, would meet the requirements of national policy as well as clauses a-d above
  - f. Existing tourist accommodation Proposals that would lead to the loss or change of use of a hotel or other accommodation in Use Class C1 will only be permitted:
  - g. where the proposal would affect five or fewer lettable bedrooms, or:
  - h. it can be demonstrated that there is no market interest in acquisition or investment to allow the continued profitable operation of the business; and

- i. the impact of proposed development on European sites, alone or in combination with other existing and proposed development, will be screened for likely significant effects under the Conservation of Habitats and Species Regulations (amended) (EU exit), 2019. Where this is found to be the case an appropriate assessment (to include any necessary mitigation) will be required (taking into account the lifetime of the development) to show how the development will avoid adverse impact on the integrity of the relevant European site(s); and
- j. the planning application demonstrates that the facility has been realistically marketed without success for a continuous period of 9 months over the 12 month period prior to the application being submitted.

### **Policy I3: Green infrastructure, trees and hedgerows**

6.24. New development will, commensurate with its size and location, be expected to protect and strengthen the existing green infrastructure network by:

- a. ensuring that future green and open space needs are planned for;
- b. enhancing and connecting cycling and walking provision between local open spaces and, where appropriate, the countryside;
- c. connecting together and enriching biodiversity and wildlife habitats; and
- d. improving connections, green corridors, and links between different components of the green infrastructure network; and
- e. replacing and planting additional locally native trees and hedgerows where appropriate.

6.25. Local green space:

- a. Where justified with robust local evidence and consistent with national planning policy, local planning policies in neighbourhood plans may seek to identify and protect important Local Green Space

## **Assessment Methodology**

### **Best Practice Guidance**

6.26. A full desk-top survey was carried out to review policies and guidance available from Dorset Council. The site lies within Dorset Council and Purbeck District Council's landscape typology. Full details of the assessment methodology are set out within Appendix 6.2.

6.27. Designated landscapes were identified and recorded to establish the sensitivity of the site to change.

6.28. The Visual Impact Assessment was carried out in accordance with the guidance set out in the Landscape Institute publication: Guidelines for Landscape and Visual Impact Assessment GLVIA3 (2013). The abbreviation GLVIA3 is used throughout this chapter.

- 6.29. The assessment seeks to fulfil the requirements of the Landscape Institute Technical Guidance Note 1/20 “Reviewing Landscape Impact Assessments (LVIAs) and Landscape and Visual Appraisals (LVAs)”. The Landscape Institute published a Technical Guidance Note, 02/21 “Assessing Landscape Value Outside National Designations”. The application site context is highly designated. However the technical guidance note provides a useful set of criteria against which important landscapes can be assessed. For this reason, reference to this guidance note is included in the assessment of landscape value.
- 6.30. A site visit was carried out in September 2022 to assess the likely impacts within the study area. The weather was clear with bright sun for most of the day. Trees were in full leaf, with less visibility to and from the site compared to mid-winter.
- 6.31. Photographs were taken from viewpoints agreed in 2018 and supplemented with additional viewpoints not included in the 2018 LVIA which supported a previous application. The 2018 viewpoint photographs were taken in winter and are included in this LVIA to show comparison between the winter and summer conditions. The views have not changed significantly since 2018 and remain current and relevant.

### Study Area

6.32. The study area is taken as a 2.5Km radius from the site. This captures all potential viewpoints with visibility towards the site; landscape character areas with influence on the site; landscape designations, heritage designations, ecological designations; footpaths and bridleways; and open access land. Full mapping within the study area is contained in Appendix 6.3.

### Consultation

#### Scoping Opinion

6.33. A request for screening and scoping was submitted to the Local Planning Authority. A screening response from Purbeck District Council was received on 14th September 2018.

#### Use of previous reporting and Consultation

6.34. An LVIA for a previous scheme was produced by Landscape Visual Ltd in 2018 and supplemented with an Addendum in 2019. Much of the desk-based studies remain relevant in 2018. In particular GIS mapping, ZTV analysis and many descriptions of the local landscape typology remain current.

6.35. Landscape Visual Ltd agreed eight viewpoints in 2018 with the Dorset Area of Outstanding Natural Beauty (AONB) Landscape Planning Officer Richard Brown CMLI. Use of the same agreed viewpoints in 2022 was agreed through email correspondence with Richard Brown in August 2022. It was noted that the 2018 photographs are winter views and should be included, along with current 2022 late-summer views, to illustrate the widest range of visual effects. These have also been supplemented in 2022 with additional viewpoints found at the site visit to increase visual representation from the surrounding area.

### Data Collection

6.36. Desk and site-based data collection is as described in Appendix 6.2.

### Significance Criteria

6.37. The tables included in this section are described in more detail in Appendix 6.2 together with a detailed methodology for assessment and judgement of both landscape and visual effects. The key assessment criteria are included below:

### Sensitivity Values

#### Landscape Character

6.38. Measures of sensitivity for landscape character assessments are described more fully in this report, but follow the general principles outlined in Table 6.1 below:

**Table 6.1 Sensitivity value definitions**

Value/Sensitivity	
Value (Sensitivity)	Typical Descriptors
Very High	Very high importance and rarity, international scale, and limited potential for substitution
High	High importance and rarity, national scale, and limited potential for substitution
Medium	High or medium importance and rarity, regional scale, limited potential for substitution
Low (or Lower)	Low or medium importance and rarity, local scale
Negligible	Very low importance and rarity, local scale

6.39. Landscape character sensitivity is also affected by published descriptions of landscape character, landscape quality and condition, special qualities and ‘natural beauty (as enshrined in the 1949 National Parks and Access to the Countryside Act), physical and perceptual qualities. A series of tables are included in Appendix 6.2 which have informed judgements about the sensitivity of the landscape and elements within it. These cover criteria for making judgements about:

- Landform and scale
- Landform cover pattern and presence of human scale features
- Tracks and transport patterns
- Skylines
- Perceptual qualities
- Historic landscape character
- Scenic and special qualities
- Natural heritage
- Cultural heritage
- Associations (with people, events and the arts)
- Distinctiveness
- Recreational experience
- Spatial function

**The Sensitivity of Visual Receptors – General Principles**

6.40. The sensitivity of visual receptors are described in Appendix 6.2. This expands in detail upon the following:

- The location i.e. proximity and context of the viewpoint.
- The expectations and occupation or activity of the receptor, including awareness of their surroundings and duration of viewing opportunity, whether prolonged or intermittent.

- The importance of the view, which may be determined with respect to its popularity or numbers of people affected, its appearance in guidebooks, on tourist maps, and in the facilities provided for its enjoyment and references to it in literature or art.

**Assessment of magnitude effect on landscape character**

6.41. The criteria used for assessing the magnitude of impact is summarised in the table below:

**Table 6.2 Magnitude of effect upon landscape character definitions**

<b>Magnitude of effect upon Landscape Character</b>	
<b>Magnitude of impact</b>	<b>Typical Criteria Descriptors</b>
Major	Loss of resource and/or quality and integrity: severe damage to key characteristics, features, or elements (Adverse) Large scale or major improvement of resource quality: extensive restoration or enhancement: major improvement of attribute quality (Beneficial)
Moderate	Loss of resource, but not adversely affecting integrity: Partial loss of/damage to key characteristics, features, or elements (Adverse) Benefit to, or addition of, key characteristics, features, or elements: improvement of attribute quality (Beneficial)
Minor	Some measurable change in attribute’s quality or vulnerability: minor loss of, or alteration to, one (or maybe more) key characteristics, features, or elements (Adverse) Minor benefit to, or addition of, on (or maybe more) key characteristics, features, or elements: some beneficial impact on attribute or a reduced risk of negative impact occurring (Beneficial)
Negligible	Very minor loss or detrimental alteration to one or more characteristics, features, or elements (Adverse) Very minor benefit to or positive addition of one or more characteristics, features, or elements (Beneficial)
No change	No loss or alteration to characteristics, features, or elements: no observable impact in either direction

**Assessment of magnitude effect upon visual receptors**

6.42. The criteria used for assessing the magnitude of effect upon visual receptors is summarised in the table below:

**Table 6.3 Magnitude of effect upon visual receptors definitions**

<b>Magnitude of Effect on Views</b>	
Major	Total or major alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be fundamentally changed.
Moderate	Partial alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be noticeably changed.
Minor	Minor alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be largely unchanged despite discernible differences.

Negligible	Very minor alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be fundamentally unchanged with barely perceptible differences.
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**Sensitivity and magnitude combined – Significance of effect**

6.43. In order to report on the overall significance of the proposal on both landscape and visual receptors the sensitivity of the site and the magnitude of change are assessed in combination. The outcome can be both positive – i.e. the proposal makes a positive change to the landscape; and negative – the proposal will result in a negative change to landscape character and visual character. The outcomes are reported using descriptive terms rather than numerical scores and the terms used are summarised below:

**Table 6.4 Significance of effect upon landscape character definitions**

Significance of Effect	
Significance of Category	Typical descriptors of Effect
Very Large	Only adverse effects are normally assigned this level of significance. They represent key factors in the decision-making process. These effects are generally, but not exclusively, associated with sites or features of international, national, or regional importance that are likely to suffer a most damaging impact and loss of resource integrity. However, a major change in a site or feature of local importance may also enter this category
Large	These beneficial or adverse effects are considered to be very important considerations and are likely to be material in the decision-making process
Moderate	These beneficial or adverse effects may be important but are not likely to be key decision-making factors. The cumulative effects of such issues may become a decision-making issue if leading to an increase in the overall adverse effect on a particular resource or receptor
Slight	These beneficial or adverse effects may be raised as local factors. They are unlikely to be critical in the decision-making process, but are important in enhancing the subsequent design of the project
Neutral	No effects or those that are beneath levels of perception, within normal bounds of variation or within the margin of forecasting error

**Valency of effect – Landscape and Visual Assessment**

6.44. Effects are defined as adverse, neutral/not adverse, or beneficial.

**Table 6.5 Valency of Effect**

Valency of Effect	
Nature of Effect	Definition
Adverse	Effect that would result in damage to the condition, integrity or key characteristics of the landscape or visual resource

Neutral/ Not adverse	Effect that would maintain, on balance, the existing level of condition, integrity or key characteristics of the landscape or visual resource. Whilst the nature of the change may be significant, the proposal does not compromise the inherent qualities of the resource and can incorporate a combination of positive and negative effects.
Beneficial	Effect that would result in improvement to the condition, integrity or key characteristics of the landscape or visual resource

6.45. For both landscape and visual effects the following matrix is used throughout the chapter when assessing the significance of effects upon both the landscape character and visual receptors:

**Table 6.6 Table showing the significance of effect as a combination of magnitude and receptor sensitivity**

		MAGNITUDE OF CHANGE				
		Major	Moderate	Minor	Negligible	No Change
RECEPTOR SENSITIVITY	Very High	Very Large	Large or Very Large	Moderate or Large	Slight	Neutral
	High	Large or Very Large	Moderate or Large	Slight or Moderate	Slight	Neutral
	Medium	Moderate or Large	Moderate	Slight	Neutral or Slight	Neutral
	Low	Slight or Moderate	Slight	Neutral or Slight	Neutral or Slight	Neutral
	Negligible	Slight	Neutral or Slight	Neutral or Slight	Neutral	Neutral

**Assumptions and Limitations**

6.46. Refer to the Methodology in Appendix 6.2

**Baseline Conditions**

**The Site**

6.47. This LVIA report assesses the landscape and visual effects of redeveloping Knoll House Hotel upon surrounding receptors. The site is situated at approximately central Grid Reference SZ 03078 832941. The Site lies adjacent to Ferry Road, north of Studland village.

6.48. The site is located within countryside, approximately 400m north of the settlement of Studland. The site location is shown on Figures 1221/01, 1221/02a and 1221/02b in Appendix 6.3. The site is accessed from Ferry Road, which forms the eastern boundary of the site.

- 6.49. The site is approximately 1.9 hectares and includes a series of hotel buildings (including guest accommodation and ancillary buildings), a central courtyard area, a terraced garden, patio areas, areas for car parking, a spa building, an outdoor swimming pool, a series of greenhouses, a children's play area and part of a pasture field.
- 6.50. The site is located within the administrative boundaries of Dorset County Council (DCC), in the former Purbeck District.
- 6.51. The site is located within the Dorset AONB and forms part of the Purbeck Heritage Coast ('the Purbeck HC' or PHC) (Figure 1221/01). The site also borders the Studland and Godlingston Heath NNR, the Studland and Godlingston Heath SSSI, the Dorset Heathlands Ramsar site, the Dorset Heathlands SPA, and the Dorset Heaths (Purbeck & Wareham) & Studland Dunes SAC (Figure 1221/04b).

### Landscape Character Baseline

- 6.52. This section is the same, in large part, as the 2018 LVIA produced by Landscape Visual Limited to support the previous application (ref 6/2018/0566) on this site. The baseline characteristics have remained unchanged since this report was submitted to the LPA.
- 6.53. The adoption of the previous desk-study is intentional as it allows a direct comparison between the previous scheme and the current application without ambiguity of the baseline condition. Where any changes to the landscape have occurred since 2018 these are referenced but are limited to a new housing development at Glebeland Estate Studland and alterations to the significance of the ZTV modelling.

### National Character Areas

- 6.54. The site lies within the Dorset Heaths National Character Area (NCA 135) (Figure 1221/01). Key characteristics of the Dorset Heaths NCA include:
- *'The landscape is predominantly of low relief. In places erosion has left incised but shallow valleys, now dry or holding small watercourses, sometimes with associated mires.*
  - *'There are large tracts of gently undulating, less-fertile marginal land dominated by conifer plantations or by heathlands of international importance (Special Protection Area (SPA), Special Area of Conservation (SAC) and Ramsar site) for populations of nightjar, woodlark, Dartford warbler, sand lizard, smooth snake and Dorset heath, as well as a rich assemblage of heathland and mire invertebrates and lower plants.*
  - *'Soils are predominantly sandy, susceptible to erosion and relatively unproductive. Agriculture is generally pasture, with fields bounded by hedgerows or fences. There is some arable cropping, especially maize.*
  - *'Settlement is mostly sparse, with historic settlements generally associated with the rivers or harbourside...*

- *'The heathlands can provide a real sense of remoteness combined with bleakness or tranquillity, depending on the weather.'*

### **Dorset AONB Landscape Types and Local Character Areas**

- 6.55. The site is located within the Lowland Heathland landscape character type (LCT) and the Purbeck Heaths local character area (LCA), as described in Conserving Character, Landscape Character Assessment & Management Guidance for the Dorset AONB (Dorset County Council, 2008). Key landscape characteristics, strength of character, landscape condition, landscape change and landscape guidelines for this host LCA are noted in the following sections. Dorset LCTs are shown on Figure 1221/05b in Appendix 6.3.
- 6.56. Key landscape characteristics of the *Purbeck Heaths* LCA comprise:
- *'Undulating and exposed heathland landscape with dense heather carpets, valley mires, gorse and isolated Scots pine*
  - *'Occasional small birch and oak woodlands*
  - *'Patches of rough acidic grassland and small rough enclosed pastures*
  - *'Mosaics of patchy heathland and scrub with woody thickets*
  - *'Reed beds and marshes grading towards Poole Harbour*
  - *'Wide open views of colourful and textured heathlands with tranquil experience*
  - *'Straight roads flanked by broadleaved woodlands and surrounding open heathlands*
  - *'Occasional isolated linear and clustered settlements.'*

6.57. The current strength of character is described as follows:

*'The overall landscape is judged to have a **weak** character. Although the remaining open heathland habitats are largely unsettled with consistent patterns of heathland features, the inherent heathland characteristics of the surrounding area has been eroded by a host of land uses. Significant conifer plantations have been planted on large areas of former open heathland, which although screening some industrial and residential development, weaken the surrounding open character. In other heathlands areas, due to scrub and woodland encroachment, the exposed and wild character of the heathland landscape is also weakened.'*

The current landscape condition is described as follows:

*'The condition of the remaining heathland habitats is largely good with continued ecological management practices, although they are subject to some scrub encroachment and birch colonisation. Much of the wider ecological condition has suffered from the planting of large conifer plantations with harsh geometric edges. Where heathland mosaics exist, these are also under constant pressures from further encroachment of woodland and scrub. Much of the area is subject to urban pressures of visitor impact, fly tipping and fires, a particular problem on the more open heathlands. As much of the area has lost its traditional heathland character, overall landscape condition is judged to be **moderate** and **stable**.'*

6.58. Landscape change in the Purbeck Heaths LCA includes:

- *'Historical fragmentation of heathland habitats through woodland planting and development.*
- *'There is evidence of pressure for built development along major transport corridors.*
- *'The loss of features such as hedgerows, combined with inconsistent field boundary management has led to a reduction in the visual integrity of the landscape.*
- *'Intensive farming practices and more intensive grassland management has resulted in changes in the visual character of the landscape as well as a decline in important habitats.*
- *'The proximity to populations of surrounding towns could result in erosion by walkers and pressure for visitor facilities, fires and other urban pressures in the open landscape.*
- *'There may be small scale development pressures in relation to fringes of existing settlements with further encroachment onto the open heathlands.*
- *'Scrub encroachment along roadsides obscures open views to the surrounding heathlands.'*
- *Landscape guidelines for the Purbeck Heaths LCA include:*
- *'Protect important woodlands that screen intrusive development with phased replacement from conifers to broadleaved woodlands.*
- *'Soften edges of existing woodland blocks to follow landform and protection of important views.*

- *'Protect stands of mature broadleaved woodland along roadsides and create glimpses of open heathlands through scrub clearance.'*
- *'Encourage the use of native planting in any landscape scheme associated with new development and consider removal of unsympathetic species, such as the leylandii screening hedges that stand out in the landscape.'*
- *'Maintain the balance and protect heathland mosaics from scrub encroachment bracken and woodland succession, particularly where these buffer existing heathlands through promoting grazing regimes. Encourage woodland thinning within and around the wooded heath habitats.'*
- *'Restore important heathland habitats where they link up with existing heathlands and protect acid grasslands from further scrub encroachment.'*
- *'Restore mires back to functional ecosystems.'*
- *'Protect open heathlands from excessive visitor pressure and associated infrastructure.'*

6.59. The Rempstone Wooded Pasture LCA lies approximately 0.7km to the south of the site. Landscape guidelines for this LCA that are relevant to the Proposal include:

- *'Protect important views of the surrounding open heathlands and views towards the Purbeck Ridge.'*

6.60. The Purbeck Ridge LCA lies approximately 1.2km to the south of the site. Landscape guidelines for this LCA that are relevant to the Proposal include:

- *'Protect and enhance important views to and from the ridge/escarpment.'*

### **Dorset Coast Seascape Character Types**

6.61. The coastal environment in the wider area to the east, north-east and south-east of the site includes a number of seascape character types (SCTs) and LCTs, as described in Dorset Coast, Landscape & Seascape Character Assessment (LDA Design, 2010).

6.62. The Sandy Beach SCT extends around the coastline to the east and north-east of the site at an approximate minimum distance of 0.4km from the site. Key characteristics of this SCT that are relevant to the Proposal include:

- *'Predominantly sandy beaches generally not associated with extensive sand dune systems, except at Studland.'*
- *'Important recreational beaches for passive recreation, swimming and watersports.'*

6.63. The Hard Rock Cliffs SCT extends around the coastline to the south-east of the site at an approximate minimum distance of 1.4km from the site. Key characteristics of this SCT that are relevant to the Proposal include:

- *'Hard cliffs generally of sandstone, chalk and limestone with vertical or near vertical faces and ledges, often dramatic, with pinnacles and pillars;*
- *'Often highly visible from long distances due to height and colour;*
- *'Cliff tops provide significant panoramic views especially when associated with high points.'*

6.64. The Active Coastal Waters SCT extends around the coastline to the east and south-east of the site. Key characteristics of this SCT that are relevant to the Proposal include:

- *'High level of activity, often seasonal, from recreational sailing and other watersports;*
- *'Strong visual relationship with the coastline and urban areas;*
- *'Often associated with important recreational beaches close to main centres of population.'*

6.65. The Natural Harbour LCT extends around the coastline found beyond the Purbeck Heaths LCA to the north of the site. Key characteristics of this LCT that are relevant to the Proposal include:

- *'A large scale, open, tranquil and generally unspoilt landscape;*
- *Provides unique setting for the towns of Poole and Christchurch;*
- *Important vistas and views of historic and cultural importance;*
- *Unique and sensitive interrelationship with urban edges and the natural environment;*
- *Provides important and popular open space and recreational value.'*

### Landscape Character of the Site and Surrounding Area

6.66. Photographs of the site and its surroundings are shown in Figure 1221/08 in Appendix 6.3. Key views to the site (representative viewpoints) are illustrated on Figures 1221/10.01 to 1221/10.11b.

6.67. Existing site boundaries:

- **North:** A combination of an embankment, a Leylandii hedge and an area of mixed woodland define the northern boundary of the site.
- **East:** A stone retaining wall, a sloping grass verge and the Ferry Road form the eastern boundary of the site.
- **South:** The south of the site is open to the wider pasture field of which it forms a part.

- **West:** The western boundary is defined by an area of mixed woodland and an embankment.

### Topography/hydrology:

- 6.68. The site is situated on Knoll Hill and has an elevated location relative to the surrounding landscape, with embankments descending towards the surrounding landscape to the north, west and south, with a more gentle, downward slope to the east. Within the site, levels generally slope downwards from west to north-east, from approximately 59m to 50m.
- 6.69. Levels fall sharply across the northernmost part of the site and also in the south-west corner of the site (in both directions to an elevation of approximately 49m).

### Vegetation within the site:

- 6.70. There is a group of visually prominent Scots Pine trees along the site's western and eastern boundaries. Other trees on the site include clusters of oak trees in the south-east and south-west corners of the site, a palm tree and a pair of eucalyptus trees. Leylandii hedges and areas of ornamental shrubs subdivide the main hotel areas from ancillary areas, and there is an area of lawn in front of the hotel on the eastern side of the site.

### Existing buildings, structures, and hardscape within the site:

- 6.71. A series of hotel and ancillary buildings are distributed across the site. The main hotel building and the hotel buildings enclosing the courtyard space (opposite the main hotel entrance) are two storeys in height. The other hotel buildings on the site are one storey in height. The buildings in the eastern part of the site are white rendered. Elsewhere, hotel buildings are either timber clad or constructed with buff brick. There is a diverse range of roof styles across the site. A lookout tower in the centre of the main hotel building roof, and two pyramid-shaped skylights in the roof of the spa building give additional interest to the hotel roofscape.
- 6.72. Other structures on the site include a series of timber and metal sheds, and glasshouses in the south-west corner of the site, an outdoor swimming pool on the southern boundary, and a range of play equipment structures in a children's play area in the western part of the site.
- 6.73. The existing hardscape of the site includes areas of tarmac, gravel, and concrete pavers (of varying sizes). A series of stone retaining walls creates a series of terraces and raised planting areas across the sloping topography of the site. Breeze block retaining walls are used in the north-west part of the site where the slope of the topography is more pronounced.

### Views from the site:

6.74. With the exception of a glimpsed view towards Agglestone Rock from the western site boundary, views towards the surrounding landscape from the western, northern and central parts of the site are limited by a combination of vegetation along the site boundaries and existing buildings within the site. There are glimpsed, distant views from the eastern part of the site towards the sea, including views towards the Isle of Wight, Old Harry Rocks and the coastline of Bournemouth. From the southern part of the site, there are open views across the pasture field immediately south of the site and middle distance views towards Studland Bay House. There are also distant views from the southern part of the site towards a series of elevated ridgelines and local landmarks to the south and south-west, including an obelisk on the ridgeline of Ballard Down, communications masts on the summit of Godlingston Hill, and the distinctive landform of Black Down Mound.

### Adjoining land uses:

- **North:** An area of mixed woodland, beyond which lies Studland Heath.
- **East:** Beyond the Ferry Road, there is an additional area of the hotel grounds, including tennis courts and an area for pitch and putt. Beyond this there is a small area of mixed woodland, beyond which lies Knoll Beach and a range of visitor facilities (including a car park, toilet block, sailing club, café and visitor centre).
- **South:** A series of small to medium-scale pasture and wet pasture fields, enclosed by gappy, scrubby or outgrown hedgerows with hedge trees.
- **West:** An area of mixed woodland, beyond which lies Godlingston Heath.

### Existing site access

6.75. Vehicular access to the site is via an entrance in the south-east corner of the site, and pedestrian access is via a gated entrance in the centre of the eastern site boundary. There is an informal footpath giving access to the woodland west of the site located in the centre of the western site boundary, and there is an informal footpath leading from the south-west corner to the adjacent pasture field south of the site.

### Surrounding topography/hydrology

6.76. The site forms part of a lowland area varying in elevation from 30m Above Ordnance Datum (AOD) to 0m AOD, descending towards the sea to the north and east. There are a series of chalk ridgelines, including Ballard Down, Studland Hill and Godlingston Hill to the south and south-west of the site, extending up to ca. 200m AOD in elevation (Figure 1221/05a). There are several water bodies and areas of marshland in the landscape west and north of the site including a small lake south-west of Black Down Mound and the extensive inland lagoon of Little Sea in Studland Heath.

### **Settlement pattern/townscape character**

6.77. Settlement to the north, east and west of the site is sparse. There are a few, isolated dwellings scattered along local roads and minor lanes in the landscape immediately south of the site, beyond which lies the village of Studland. The settlement form of Studland is largely linear, and the built form and architectural style of dwellings in the village is varied. Mature trees form an important feature of the village townscape, and blocks of woodland and trees aligning the B3351 create gateways on the approach to the village from the north and west. The settlement edge of the village is, however, quite blunt in places, such as the sharp transition between new dwellings on the southern edge of the village and the wider landscape immediately to the south (site photo 27). There is a recently constructed development of visually prominent dwellings perched on the mid-slopes of Ballard Down at the Glebeld Estate, to the south of Studland.

### **Scale/enclosure of surrounding landscape**

6.78. Small to medium scale fields combine with hedgerow vegetation, trees and woodland to create a small-scale, enclosed character to the landscape lying up to 0.5km to the east and west of the site, and up to 2km north and south of the site. Further afield, to the north, west and south of the site, a lack of significant tree vegetation and elevated landform combines with extensive areas of inland and coastal waters and far-reaching views to create an expansive, large-scale character.

### **Visual connections with adjacent landscapes:**

6.79. There are strong visual connections with adjacent landscapes throughout the area surrounding the site. There are distant views towards Old Harry Rocks and far-reaching views towards the Isle of Wight and Bournemouth visible from Knoll Beach, Ballard Down, Studland Hill and elevated areas of Godlingston Heath. There are far reaching views seen from Godlingston Heath and the landscape extending south of the site towards Ballard Down, Studland Hill and Godlingston Hill. There are also distant views towards Poole Harbour visible from the upper slopes of Ballard Down and Studland Hill.

### Remoteness and tranquility

6.80. Other than the sound of intermittent traffic from the Ferry Road, the site and surrounding area is quiet and tranquil for most of the year. In the summer months, however, large numbers of visitors to Knoll Beach, Middle Beach and South Beach result in a busier and more active character prevailing in seaward views. The rooftops of isolated clusters of settlement nestles amongst vegetation in the middle-distance of views seen from some areas of Ballard Down and Godlingston Heath in the wider landscape to the south and south-west of the site. A greater sense of remoteness prevails, however, across Ballard Down and areas of Studland Heath and Godlingston Heath to the west, north-west and north of the site where views towards settlement are limited to distant views.

### Designated Landscapes

6.81. The entire site and the surrounding area are designated within the Dorset AONB as shown on (Figure 1221/01 in Appendix 6.3).

### Designated Cultural Heritage

- 6.82. There are a number of listed buildings (LBs) in the wider landscape surrounding the site. The nearest of these is the grade II listed Pillbox, north-east of Knoll House Hotel (reference 1411819), located approximately 75m east of the site. A further two pillboxes are located in the landscape between the site and Knoll Beach, east of the site.
- 6.83. The Studland conservation area (CA) lies to the south and south/south-east of the site, at an approximate minimum distance of 400m.
- 6.84. There are two Scheduled Ancient Monuments (SAMs) in the area surrounding the site. The nearest of these is a Bowl Barrow, 100m north-west of Studland Bay House (reference 1014298), located approximately 180m south/south-east of the site.
- 6.85. A section of the Dorset and East Devon Coast World Heritage Site (WHS) (reference 1000101) is located in the wider landscape south-east of the site (at an approximate minimum distance of 1.45km). This section of the WHS includes the landscape features of Handfast Point, Old Harry's Wife, Old Harry, St Lucas Leap, Parson's Barn, The Pinnacles, Ballard Point, Ballard Cliff, and several natural arches.
- 6.86. Designated cultural heritage assets in the landscape surrounding the site are shown on Figure 1221/03 within Appendix 6.3.

### Existing Visual Relationship between the Site and Surrounding Area

- 6.87. NOTE: The Zones of Theoretical Visibility (ZTVs) shown in this report are the same as those used within the LVIA that accompanied the previous 2018 planning application. The purpose of the ZTV is to inform site assessment and is not, in itself, a guarantee that the development can or cannot be seen from within the modelled area. In all cases the ridge heights of the previously submitted buildings are higher than those for the current application proposal and so the ZTV should be considered a worse-case scenario. The application proposal will generate a slightly smaller ZTV. For site work relating to this proposal the original ZTV area was visited to check for any changes to the visibility envelope since 2018. None were found.
- 6.88. The ZTV should be interpreted with reference to the methodology in Appendix 1 and the notes on the ZTV plans (Figures 1221/06a to 06d).
- 6.89. ZTV plans were produced during preliminary baseline studies. The bare ground ZTV model is based on Ordnance Survey Terrain 5 data (5m cell size, root mean square error value of 1.5 to 2.5m). The screened ZTV model also takes into account principal woodland vegetation mapped from the Forestry Commission's National Forest Inventory dataset modelled at 15m above the terrain model surface. The ZTV presents views of nine reference points spaced across the site and at 16m above the existing terrain surface. None of the proposed buildings exceed 16m in height.
- 6.90. The bare ground ZTV (Figure 1221/06a and 06b) reflects the underlying topography of the study area. The areas with the most theoretical visibility towards the proposed development lie within 0.5km to the east and west of the site, within 0.8km to the south of the site, and within 1km to the north of the site. Beyond this, there is scattered, theoretical visibility towards the Proposal across the landscape to the north and south-west, and a band of theoretical visibility between 1 and 2km south and south-east of the site. There is also theoretical visibility towards the Proposal across Studland Bay to the east of the site.
- 6.91. The screened ZTV (Figure 1221/06c and 06d) reflects both the underlying topography and the screening effect of significant blocks of woodland in the study area. This screening effect reduces the theoretical visibility of the Proposal within 0.5km to the east and west of the site, and within 1km to the north of the site. This screening effect also reduces theoretical visibility at greater distances from the site across the landscape further to the north, and to the south-east and south-west.
- 6.92. It should be noted that the ZTV does not take into account the screening effect of local vegetation such as small groups of trees, hedgerows, or areas of scrub.

### Potential Visual Receptors

#### Settlements/Local Residents

- 6.93. Dwellings with potential views to the site within a 0.25km radius of the site comprise houses to the south, south-east and south-west of the site including Studland Bay House and dwellings on Wadmore Lane.

#### Public Rights of Way/Recreational Landscape

- 6.94. There is an extensive network of public rights of way (PROWs) surrounding the site and these are shown on Figure 1221/02a. The PROW network includes the South-West Coast Path national trail and the recreational routes of the Purbeck Way and the Poole Harbour Trail. Godlingston Heath and Studland Heath to the north and west of the site have extensive areas designated as Access Land, and there is also an area of designated Access Land across Ballard Down to the south of the site (Figure 1221/02a). Much of this Access Land is used by walkers and equestrians. The Isle of Purbeck Golf Club lies approximately 1.25km south-west of the site, at the southern end of Godlingston Heath.
- 6.95. There are glimpsed views towards the site from the northern section of Knoll Beach.

#### Transport Network

- 6.96. The site is accessed from Ferry Road (the B3351), which connects the village of Studland to the Bournemouth-Swanage Ferry to the north, and to the A351 to the west.

### Baseline Summary and Conclusions

- 6.97. The site forms part of a landscape whose characteristics are designated at a national level. The local area around the site also contains a number of ecological and cultural heritage assets that are designated at both national and international levels. The wider area surrounding the site includes a diversity of different landscape and seascape types and contains numerous landmark structures and features.
- 6.98. The existing hotel is visible in near views from the south and east, with boundary vegetation and woodland screening near views from the north and west. Most middle-distance views towards the existing hotel are screened by a combination of topography, built form and vegetation. There are long-distance views towards the existing hotel from elevated areas to the south-east, south and south-west, and there are a few glimpsed, long-distance views towards the hotel from the wider landscape to the west and north.

- 6.99. The mixed woodland immediately west and north of the site provides a wooded backdrop to the hotel in views from the wider landscape to the east and south. This bracketing of built form by groups of mature trees or woodland in views is characteristic of the local settlement pattern, although there are some more abrupt transitions between built-form and the wider countryside in evidence on the southern edge of Studland and the Glebeland Estate.
- 6.100. The Scots Pine trees to the east of the existing hotel are part of larger group of trees that form a gateway feature on the approach to Studland along Ferry Road from the north. The distinctive form of the current east-facing elevation of the hotel also acts as a landmark feature on the approach to Studland from the north, as well as forming a distant landmark feature in views across Studland Bay from Old Harry Rocks.
- 6.101. The redevelopment of the site provides an opportunity to maximise existing views from the site towards Ballard Down, Black Down Mound, Agglestone Rock, Old Harry Rocks, and the distant coastlines of Bournemouth and the Isle of Wight.
- 6.102. The southern elevation of existing hotel buildings is prominent in near views from the local landscape to the south. These southern elevations are also seen in extensive, long- distance views northwards from the Purbeck Way, from an approximate 2.7km stretch of its route as it crosses Ballard Down. As such, the massing of proposed buildings in the southern part of the site, the detailing of southern building elevations across the site, the landscape treatment along the site's southern boundary, and the appearance of the proposed development's roofscape (when viewed from the south) will need to be carefully considered. There are opportunities to enhance the appearance of development on the site in these views.
- 6.103. The above conclusions of the baseline report, together with detailed responses from the Local Planning Authority and Dorset AONB on the previous application have been used to inform the application proposal.

### Assessment Of Effects Upon Landscape Character

#### Effect of the baseline development without the works

- 6.104. The existing collection of buildings at Knoll House vary in architectural style, scale, materiality and condition. The original building dates from the late 1800s and was established as a hotel in 1931. The main façade and east elevation contains some original features, the most obvious of which, when viewed from Ferry Road, are the gable roof forms and stone columns.
- 6.105. The remaining buildings are unprepossessing and in poor condition. They were incrementally constructed in the second half of the 20th century with apparent disregard for the locality and the original house, the significance of which has been somewhat engulfed by poor quality architecture.

- 6.106. Whilst some elements of the existing development have some interest, as a collection the development makes a poor, even adverse, contribution to the locality especially when viewed from the south. This is in relatively stark contrast to other older buildings, visible close to the site in the same view, which are often isolated, smaller in scale, and more architecturally coherent.
- 6.107. Knoll House Hotel is the northernmost development of Studland with no buildings visible between it and the waters of Pool Harbour. From elevated viewpoints directly south of the site no other buildings are visible until the waterside edge of Poole. This makes it more significant in the view than most other developments in the area. Weight must be given to this when assessing the proposed development against the baseline condition.
- 6.108. From distance, the hotel reads as a random cluster of white render and darkly clad buildings below grey and red clay tile roofs. Windows and dormers populate all elevations with added balcony balustrades adopting the style of white picket-style fences. In particular the south-facing Mediterranean-style arched elevation of the spa, the restaurant and the northern accommodation block are visible from elevation viewpoints south of the site.
- 6.109. The most important contribution that the site makes to its surroundings are through its trees. The locally characteristic Scots pine trees stand tall in views from the south and east. The few on-site mature pines are also visible but sparse. Woodland to the north and west – again containing a collection of Scots pine trees creates a backdrop and containment to the hotel such that it reads as an isolated cluster of buildings within a cleared glade on the southern edge of wooded lowland.

**Landscape Evaluation**

- 6.110. The sensitivity of landscapes relates to their value and their susceptibility to harm due to change. This evaluation is contained in full in later in this chapter. Table 6.85.1 summarises the sensitivity of landscape units assessed.

**Table 6.7: Summary of the Sensitivity of Assessed Landscape Units**

Landscape	Value	Susceptibility	Sensitivity
The Site	Medium to high	Medium to high	Medium to high
Purbeck Heaths LCA (host)	High	Medium to high	High
Purbeck Ridge LCA	High	High	High
Active Coastal Waters and Sandy Beach SCTs	High	Medium to high	High
Rolling Wooded Pasture LCT	Not assessed due to likely limited intervisibility		
Hard Rock Cliffs SCT			

### AONB Status

6.111. Dorset AONB was designated in 1959. The primary purpose of the AONB designation is to conserve and enhance natural beauty of the designated area. Alongside National Park status, AONB designation is the highest level of landscape protection available within England and Wales and therefore affords considerable weight to the conservation and enhancement of the character and appearance of the area.

6.112. The Countryside and Rights of Way Act (2000) confirmed the significance of AONBs and created improved arrangements for their management, including:

- Section 85 places a statutory duty on all 'relevant authorities' to have regard to the purpose of conserving and enhancing natural beauty when discharging any function affecting land in AONBs.
- Section 89 places a statutory duty on local planning authorities to act jointly to produce a Management Plan for each AONB in their administrative area.

**AONB Special Qualities**

6.113. Dorset AONB has a suite of Special Qualities (SQs) that make it a unique and outstanding place, underpinning its designation as a nationally important landscape. These are the Special Qualities we need to conserve and enhance for the future, and they should be considered in decisions affecting the AONB. The AONB Management Plan’s Statement of Significance identifies these SQs as:

<b>Special Quality</b>	<b>Comprising</b>
Contrast and diversity – a microcosm of England’s finest landscapes	<ul style="list-style-type: none"> <li>• A collection of fine landscapes</li> <li>• Striking sequences of beautiful countryside that are unique in Britain</li> <li>• Uninterrupted panoramic views to appreciate the complex pattern and textures of the surrounding landscapes</li> <li>• Numerous individual landmarks</li> <li>• Tranquillity and remoteness</li> <li>• Dark night skies</li> <li>• Undeveloped rural character</li> </ul>
Wildlife of national and international significance	
A living textbook and historical record of rural England	<ul style="list-style-type: none"> <li>• An exceptional undeveloped coastline</li> <li>• A rich historic and built heritage</li> </ul>
A rich legacy of cultural associations	

6.114. The Dorset AONB unit considers the following SQs to be particularly susceptible to potential harm from the proposal:

- Uninterrupted panoramic views to appreciate the complex pattern and textures of the surrounding landscapes
- Tranquillity and remoteness
- Dark night skies
- Undeveloped rural character
- An exceptional undeveloped coastline
- Wildlife of national and international significance

6.115. Effects upon views are assessed within the section of this chapter covering visual effects.

6.116. Effects upon dark skies are described in the Design and Access Statement.

### The special quality of an ‘undeveloped rural character’ and the effect of architectural changes upon landscape character and the AONB designation

6.117. This section assesses the effect of the development upon the AONB special quality of an ‘undeveloped rural character’.

- The rural character of the host landscape
- Effect of the baseline development without the works
- Assessment of built form
- Indicators of the value of built form
- Structure and built form
- Effects upon the height and scale of development upon landscape character
- Mitigating any assessed adverse effects of the development through tree planting
- Alterations to the existing building façade along Ferry Road

#### The rural character of the host landscape

6.118. The hotel lies at the eastern fringe of Godlingston Heath and just north of Studland village.

6.119. To the south are the Purbeck Hills which run east-west along the Isle of Purbeck, and which mark a change in the land use pattern, grain, and texture of the landscape. The north facing slopes of the hills have larger rectilinear field enclosures, mainly pasture with native hedge boundaries. This is well managed farmland interspersed with rectilinear copses and clustered houses which tend to be located along the lower contours connected by farm tracks and narrow lanes. The southern side of the Purbeck Hills has a smaller, less regularised field pattern with more houses. It is a busier landscape dominated by Swanage and its environs. West of Knoll House, beyond the heath, are larger woodlands and conifer plantations. This too is largely uninhabited with occasional small scale mineral extraction. The whole area is dominated by Poole Harbour with Brownsea Island in its centre.

6.120. The heathland and woodland are the two landscape types which exhibit most influence on the development site. This is not an agricultural landscape. It feels wild and remote and has a sense of unchanged history although much of it is managed.

6.121. Studland village has grown over the past century although, at its core, it feels old and rooted to its place. The main transport route north towards the Studland Ferry and Sandbanks leaves the village, passing some scattered houses along the road before passing the hotel site. The hotel is the last building in this landscape until crossing the entrance to Poole Harbour and entering Sandbanks, one of the most densely built areas locally with an extraordinary collection of architectural styles, many of which are very large and visible from great distance.

- 6.122. Knoll House Hotel is something of an anomaly in this landscape. It marks the very northern edge of development on this part of the Isle of Purbeck and belongs neither to the agricultural landscape to the south, or the wild and remote landscape to the west. It is also not a coastal house being set back around 350m from the shore and above a significant change in level from the sea which means no inter-visibility between the shore and the buildings. Architecturally it feels alien with building forms, stylistic references or materiality suggesting that its roots do not lie in this landscape. It was not built to blend in, but as an architectural statement with its own identity.
- 6.123. Finding a new architecture for this site is, to some extent, a blank canvas. The most important contribution it makes to the landscape are through its trees and culturally through its historic guests. The closest connection to the surrounding rural landscape is along its southern boundary where it meets pasture with relic hedgerows and some parkland trees. This is the most sensitive relationship and the closest to a 'rural character' although by no means undeveloped. In fact the existing development collides with the rural edge in a very unsatisfactory way. It is insensitive to its surroundings; the most alien set of buildings within an overall alien development; and exhibits architecture and materiality which makes no positive contribution to the area. Changing this condition is arguably the most critical part of any development proposal for the site.

### Assessment of effects upon landscape value

- 6.124. The 3rd Edition Guidelines for Landscape and Visual Impact Assessment (GLVIA3) sets out a number of factors that can be considered when assessing landscape value (Box 5.1 GLVIA3) and recommends that these could be used as a means of identifying the attributes that make a landscape "valued" in the context of Paragraph 174 of the NPPF.
- 6.125. The factors in Box 5.1 of GLVIA are:
- Landscape quality (condition)
  - Scenic quality
  - Rarity
  - Representativeness
  - Conservation interests
  - Recreation value
  - Perceptual aspects
  - Associations
- 6.126. GLVIA3 recognises that landscape value is not just signified by designation. It is recommended that the process for identifying landscape value is based upon a structured and transparent assessment process including community-based evidence where practical to do so.

- 6.127. The list of factors set out in Box 5.1 of GLVIA3, which are a slightly modified form of the list of criteria from the 2002 landscape character assessment guidance, is an example of ‘the range of factors that can help in the identification of valued landscapes. It should be noted that they are not comprehensive nor intended to be prescriptive. Nevertheless, ‘Box 5.1’ has been widely used to inform judgements about landscape value as part of LVIA/LVA in the planning process.
- 6.128. The Landscape Institute published a Technical Guidance Note (TGN) in February 2021: Technical Guidance Note 02/21 “Assessing Landscape Value Outside National Designations”. The application site lies within a highly designated landscape. However the technical guidance note provides useful criteria for assessing landscape value. The TGN value criteria used in this LVIA are included in Appendix 6.2.

### Assessment of landscape condition: Generally

- 6.129. This section considers the value of the host landscape in more general terms using the guidance published by the Landscape Institute and set out in Appendix 6.2 . The specific qualities of the AONB, architecture and townscape character as described and assessed under specific headings later in the chapter.

#### Landscape Condition

- 6.130. In addition to the overall description of the area contained within the Landscape Character Assessment, the field work found the site and surrounding landscape to be in an excellent condition. To the south is well managed farmland within a pattern of fields and areas of woodland which have been largely unchanged in recent times. To the north and west are unspoiled areas of heathland and woodland of national importance. There are no incongruous features within the immediate landscape although housing development around Studland village is encroaching into the landscape to the south.

#### Landscape heritage

- 6.131. This is a complex landscape rooted in history. The landscape is well-managed farmland, woodland, heathland and wetland much of it managed by The National Trust or its leaseholders. Areas that are under private ownership, including Knoll House Hotel and private gardens are also well managed respecting the heritage of the area. This has afforded a continuity to the landscape as well as high quality consistency of its management.

#### Cultural heritage

- 6.132. The Heritage Impact Assessment Report covers matters of cultural heritage. The landscape has a sense of continuity with the past and, while land management practice has evolved and new plantations added to the wider landscape, this is a landscape with deep rooted cultural origins. The site itself has no specific archaeological assets which have been identified.

### Associative

6.133. Specific site associations with people, events, or the arts comes through its historic guests some of whom are internationally famous. However, the Heritage Impact Assessment should be referred to for a wider assessment of the area.

### Distinctiveness

6.134. The landscape has many special qualities which are described and assessed within the section on AONB special qualities. The importance of this landscape is evident through its multiple designations; landscape and seascape character types, AONB designation. The site lies outside, but close to, the wider context of Studland Conservation Area, Dorset and East Devon Coast World Heritage Site and the presence of several Scheduled Ancient Monuments found locally.

6.135. For the site itself, the desk study and field work found nothing out of the ordinary. There are no individually distinctive, rare, or unusual features.

### Recreational

6.136. There are no public rights of way crossing or bordering the site. A single footpath to the south of the site from which the site can be seen. Wide panoramic views are possible from footpaths on higher ground to the south. Much of the area west and north of the site is Open Access Land and is popular with recreational walkers, and equestrians.

6.137. The hotel makes good use of a parcel of land across Ferry Road to the east. This is for the use of hotel guests only and includes a 9 hole pitch and putt gold course and tennis courts.

### Scenic

6.138. The site sits on low lying land between the Purbeck Hills and Poole Harbour. Throughout this landscape views come and go as people pass through woodland, scrub and between roadside hedges. On leaving the more vegetated parts of the landscape the landscape opens out with wide panoramic views and large skies. Views to the east include the Isle of Wight, Old Harry Rocks and a very long length of coastline towards and beyond Bournemouth. From higher vantage points, especially along the Purbeck Way at Ballard Down the views are spectacular. This a landscape full of distinctive, and dramatic patterns with distant panoramic views of national importance.

6.139. Excepting the trees and the remaining part of the historic house, the site makes a poor contribution to the scenery. This is in stark contrast to the host landscape.

### Perceptual

6.140. In contrast to the host landscape, the site itself is neither natural nor wild. This is a declining hotel complex with a random collection of buildings which create a poor relationship with the natural beauty of its surroundings. Its separation from significant areas of habitation means that it feels quiet although the road does exhibit some influence on the site.

6.141. The wider landscape is different. There is little connection to the busy everyday lives of people, and it is possible to stand in the heathland or on the hills and hear only birdsong.

**Spatial function**

6.142. The site and its immediate surrounding landscape is cut off from the surrounding area apart from a road link to Studland village. There is no public access and views into the site are limited locally with the only significant views towards the site from higher ground 1Km or more to the south. Its contribution to the landscape is seen as an outlier to the sparse built development of the village where it is the most northerly development before the open heaths and woodland of Studland and Godlingston. The site itself has no special identity and it feels somewhat alien to the wider landscape.

**Bay Studies and Materiality**

6.143. The Design and Access Statement describes how each building has been designed to minimise potential effects upon the surrounding landscape. These design decisions are important in assessment of effects upon the character of the area and effects upon the AONB.

- Pitched roofs, characteristic of the area, form an important part of the architectural concept.
- Red tiled roofs, visible from distance, have been replaced with non-reflective dark coloured standing seam zinc.
- Overhanging eaves provide shelter and solar shading to balconies and reduce overspill light.
- Within the constraints of the design brief, the buildings have been designed to sit as low as possible within the landscape. All proposed buildings are reduced in height from an earlier 2018 application.
- Internal blinds provide privacy and reduce light spill at night.
- Natural timber cladding is used on some elevations to provide a link with the local landscape and minimise visibility from the surrounding area.
- Purbeck stone used as dressed stone and as rubble walls with links to the surrounding landscape.
- Rhythm of flat and sloped roofs for the SW blocks viewed against a backdrop of woodland.
- Sloping green/living roof for the Spa in the SE corner to appear sunken into the landscape.

Assessment of the effect of building elevations and materiality		
Landscape sensitivity	<b>High</b>	
Magnitude of effect	<b>Moderate</b>	
Significance of effect	<b>Moderate</b>	<b>Not adverse</b>
Recommended mitigation measures to reduce any adverse effects		
Visual effects are assessed later in this chapter. The effect of the proposed buildings, developed through a detailed iterative design process and including inherent mitigation, is not assessed as requiring specific mitigation measures.		

**Effects upon the development upon the World Heritage Site (WHS) Designation**

6.144. A narrow linear section of WHS hugs the coast towards Old Harry Rocks. The site is visible from the extreme eastern end of the designation from footpath SE22/9 at distance where it forms a minor part of a wide panoramic view.

<b>Assessment of the World Heritage Site designation</b>		
Landscape sensitivity	<b>Very High</b>	
Magnitude of effect	<b>Negligible</b>	
Significance of effect	<b>Slight</b>	<b>Not adverse</b>
<b>Recommended mitigation measures to reduce any adverse effects</b>		
No adverse effects upon the World Heritage Site (WHS) designation were found. The development replaces one form of architecture with another within the site boundary with no change from the baseline condition. The potential interconnection between the site and the WHS (restricted to a short section of coastline close to Old Harry Rocks) is visual with no adverse effect upon the designated characteristics. No further mitigation measures are recommended.		

**Effects upon the development upon the seascape**

6.145. The location of the hotel along the eastern edge of Studland Bay affords long distance views towards the sea with the Isle of Wight visible in good weather. This means that, from the sea, the site will be visible within the wider view of the Studland coast.

6.146. The area is popular with recreational sailors and the Poole – Cherbourg ferry runs close to the shore as it leaves and arrives at Poole Harbour. For people arriving in England, this might be their first relatively close view of land. Knoll House Hotel is not the dominant element within this view. It will read as a minor element set amongst trees with the more arresting views towards the Old Harry Rocks, Studland Heath, Poole, and Bournemouth. The architectural concept is to reduce the visibility of the buildings through recessive colours and articulated elevations as well as retaining the trees along Ferry Road.

6.147. One of the AONB special qualities, the ‘uninterrupted panoramic views to appreciate the complex pattern and textures of the surrounding landscapes’ will be perceived from the sea. It is assessed that these characteristics and qualities will be perceived as unchanged and will be largely imperceptible from the sea.

<b>Assessment of the effect of the proposal upon seascape characteristics</b>		
Landscape sensitivity	<b>High</b>	
Magnitude of effect	<b>Minor</b>	
Significance of effect	<b>Slight to Moderate</b>	<b>Not adverse</b>
<b>Recommended mitigation measures to reduce any adverse effects</b>		

The hotel site is set back from the coastline in a slightly elevation position relative to the shoreline. The development replaces one form of architecture with another within the site boundary with no change from the baseline condition. The potential interconnection between the site and the sea and shoreline is visual and receptors will be able to view the development from recreational boats and cross-channel ferries. It is assessed that changes to the site will not adversely affect the seascape characteristics. No further mitigation measures are recommended.

**Tranquillity and remoteness**

- 6.148. This part of the AONB is celebrated for its tranquillity and remoteness. The majority is uninhabited and substantial areas covered by SACs and SSSIs. There are very few roads. Networks of footpaths and bridleways criss-cross the heathland and numerous elevated vantage points are accessed by the path network. Inland recreation focuses upon more passive recreational activities such as bird-watching and walking with riding a popular activity along the bridleways. Nearly all inland visitors are pre-occupied with enjoyment of the scenery.
- 6.149. Outside the heathland, tourists and visitors tend to congregate along the coast or at a recognised tourist development such as Knoll House Hotel. The large National Trust Car Park at Knoll Beach is open throughout the year and contains a shop, café, toilet and kayak hire. While most visitors to the car park will stay close to the beach, those wishing to explore Godlingston Heath will walk close to the hotel.
- 6.150. The proposed development replaces buildings with the existing site boundary but increases the occupancy of the hotel compared with the baseline condition. This could have the potential to increase pressures upon the surrounding area throughout the year. The increase in numbers is relatively small, and the recreational landscape very large. Those hotel guests wishing to enjoy the tranquillity of the landscape will, by their nature, be respectful of it.
- 6.151. The proposed hotel grounds and open spaces have been designed to form a continuity with the surrounding heathland. This means natural planting associations and a countryside focus to the landscape concept. Whilst no assessment has been made of the likely effects of outdoor spaces upon the wider landscape, it has not been designed as a noisy recreational space. It seems likely that the behaviour of guests within the hotel site will follow a similar pattern to those wishing to enjoy the tranquillity of the landscape themselves.

Assessment of the effect of the proposal upon tranquillity and remoteness		
Landscape sensitivity	<b>High</b>	
Magnitude of effect	<b>Minor</b>	
Significance of effect	<b>Slight to Moderate</b>	<b>Not adverse</b>
Recommended mitigation measures to reduce any adverse effects		

The development replaces one form of architecture with another within the site boundary. The use will be similar, albeit with higher visitor numbers and popularity of the hotel more likely throughout the year possibly extending the tourist season. The inherent design measures which have adopted a landscape strategy to make the site more open, and with a focus on open landscape within the site and which will encourage more passive outdoor recreational activities, means that the site should not change perceptions of tranquillity and remoteness compared to the baseline condition. No further mitigation measures are recommended.

### Effects upon the character of the site itself

- 6.152. It is assessed that, apart from the trees and those architectural aspects described above, the buildings and site landscape make little contribution to the character of the area. Indeed, much of the site is in poor condition and need of repair.
- 6.153. The current landscape is managed as areas of mown grass, singular trees, and ornamental planting beds. These areas, and its current management, provide limited ecological value, and both visually and physically, are separate from the surrounding landscape. The predominance of stark and utilitarian hard landscape surface treatments is somewhat alien to the surrounding area.
- 6.154. The development proposals seek to reverse this by focusing upon bringing a new landscape to the site with a focus on nature conservation, biodiversity and linking priority habitats – making better use of the land and increasing ‘wild’ areas of land which can produce ecological benefits across the site and the neighbouring landscape.
- 6.155. The proposal drawings show how the soft landscape has been designed to bring the natural plant communities, habitats, local species, and biodiversity into the site connecting the surrounding landscape to the centre of the development.

### Assessment of built form

- 6.156. The development replaces an existing hotel with no encroachment into the surrounding land. At site level, this means assessment of changes to the built form. In assessing the effect of the proposed development upon the landscape character of the area some key questions need to be addressed:
- How the proposals respond to the site’s landform and character and the effectiveness of this revealed through site master planning and proposals for the new built forms.
  - How the development has been integrated into its landscape setting to reduce its impact on nature and reinforce local distinctiveness.
  - How the proposals have responded to the layout of existing buildings and Ferry Road to ensure that adjacent buildings relate to one another, and spaces complement one another.

- How the proposals respond to local building forms and patterns of development in the detailed layout and design of development to help reinforce a sense of place.
- How the use of local materials, building methods and details has been adopted as a major factor in enhancing local distinctiveness.
- How the scale, massing and height of proposed development has responded to retained buildings; the topography; the general pattern of heights in the area; and views, vistas and landmarks.

### Potential landscape effects of the built development

6.157. People's response to landscapes (both rural and urban) and the forces that act on them are personal and may change over time according to their cultural values and varying attitudes to new development and architectural style.

6.158. In order to minimise any adverse effects on the landscape through siting and design, it is important to first understand the potential effects of the proposed development. The locality is perceived by many as an old-fashioned place which has remained largely unchanged for many years. For the site itself, gradual physical decay and progressive downmarket has made it a less attractive place to visit. The developer has had to address important issues which must, should, or could inform the approach to site development:

- How to address the problem of finding a form and architectural expression which are both bold enough to demonstrate a commitment to quality and modernity and sensitive enough to sit happily in the unspoiled landscape.
- How to integrate conservation practice into architectural practice in order to reinforce the idea that protecting the AONB is a creative process where design skill is as important as understanding the value of the landscape.
- Should the development adopt a strategy of adaptive re-use by conserving existing buildings to maintain the site's character and its defining features?
- Can the original design be rehabilitated?
- Could wholesale change capture the public interest. How would the success of change be measured?
- What is the role of Knoll House in the area's social, economic and architectural history?
- Could moving away from the status quo collide with ideas representing a more modern age?

- To what extent do innovative construction methods and use of materials inevitably lead to different architectural forms. Can these methods be selected to harmonise with the past and bridge the void between old and new?
- Can the developer have confidence that high quality architecture and high aspirations can have popular appeal?

### Indicators of the value of built form

6.159. Value relates to the relative importance of the built form to different stakeholders and can apply to the development as a whole, or to individual elements, features and aesthetic or perceptual dimensions which contribute to the character of the place:

6.160. Buildings, open spaces, or other features, which contribute positively to the character of an area and may be designated, for example:

- Listed buildings or those with local interest.
- Buildings or groups of buildings, and open spaces which have won awards for architecture or design quality, such as Civic Trust or RIBA awards.
- Buildings, open spaces, or other features identified on a local list.
- Areas designated and protected for geological or biological conservation, such as SSSIs and, SACs.
- Key or protected views.

### Characteristics of structure and built form

6.161. The structure and built form of an area can be described by reference to the following characteristics:

- Scale, massing and density
- Blocks – size, shape and edges
- Building line – position, regularity
- Roofline – style, regularity, dormer windows, chimneys or plant, etc.
- Skyline
- Building height – storeys, regularity
- Relationship between buildings
- Architecture – style, period, architect if known, detailing
- Materials – walls, roofs, windows, doors, finishes
- Structures – e.g. retaining walls, parking, hard landscape treatments, terracing
- Condition

- Colour and texture
- Enclosure
- Microclimate
- Drainage
- Nightscape – lighting, sky glow, dark areas

### Effects upon the height and scale of development upon landscape character

6.162. The LVIA has considered two key factors in assessing the height and scale of the proposed development.

- The effects upon landscape character arising from height and scale of the new buildings against the baseline condition. This is principally assessed against the height and cover of the on-site trees and surrounding woodland.
- A comparison between the current proposal and the previous 2018 planning application.

6.163. The on-site and surrounding existing trees play an important role in assimilating the hotel into its surroundings.

- From the north and west the height of the trees is similar to, or slightly higher than, the proposed building ridge lines.
- From the east, the group of mature Scots pines filter views towards the hotel.
- From the south, minimal tree cover means that the site is more open and visible, especially from higher vantage points and local beauty spots.

6.164. Many of the on-site pines are covered by a Tree Preservation Order (TPO). Scots pines are characteristic of the area and a key species found within the neighbouring SAC. The woodland north and west of the site is mainly mixed deciduous with some conifers. Protecting the existing trees is critical as they form an important part of the setting of the new buildings. New tree planting, as part of the landscape proposals, will add to the tree collection on site and further integrate the development into its surroundings.

6.165. Many of the existing trees are similar in height, or slightly higher than, the ridge lines of the proposed buildings. This means that from the north, east and west, the buildings will either be screened or will be perceived within a tree-covered setting. This is especially apparent from the north and west where tall mature woodland surrounds the site. From the east, the pines along both sides of Ferry Road form a scattered tree covered boundary to the site. Further trees within the parcel of land to the east of the hotel amplify this perception.

- 6.166. The tree cover along the southern boundary is currently minimal. From elevated vantage points directly south of the site the existing buildings are apparent in the view and the on-site trees make little contribution to the perceived connection to the surrounding landscape. For the proposed development, tree planting along the southern boundary and within the open spaces between the proposed buildings would significantly increase the connection between the site and its surroundings. The visual effect upon receptors south and south-west of the site is assessed later in this chapter.
- 6.167. Evolution of the primary design mitigation has taken place since the previous (refused) application in 2018. A comparison between the current proposal and the earlier application reveals significant reductions in building heights resulting in different perceptions of the new development within the wider landscape.
- 6.168. Most significantly the buildings at the southern end of the site are between 1 and 3m lower than previously proposed with the new Spa building sloping down to 5.5m below the former ridge line. This reduces the visibility of the southern end of the site from southerly viewpoints and allows the existing trees at the south-east corner of the site to have a greater presence in the landscape as well as performing a more significant screening function.
- 6.169. The western crescent block has reduced in height by around 1m, the northern block by around 4m and the north-eastern block by just under 1m.
- 6.170. This reduction in height, combined with a wholly new architectural concept, means that the surrounding and on-site trees will appear more prominent within the wider landscape with development having less impact upon the surrounding landscape character compared with the earlier proposal.

**Alterations to the existing buildings along Ferry Road**

- 6.171. The west facing elevation of the historic house is being retained.
- 6.172. The TPO trees along Ferry Road are to be retained. These perform an important role in both landscape character assessment and filtering views towards the site from the east. The changes to views from Ferry Road are illustrated in the photomontage CGI images (refer to Appendix 6.5).
- 6.173. Much of the character of Ferry Road will remain unchanged with its most significant contribution to the landscape coming from the trees which line both sides of the road. Behind the tree line the majority of the buildings (excepting the central historic core) would be changing from a collection of white rendered blocks in varying orientations, to a new west facing elevation of more contemporary architectural style. The two storey south-east building reveals a recessed glazed façade with a flat roof at the same height as the historic core and with its building line in the same position as the existing building. Any perceived change to the landscape character will come from the architectural style rather than scale or height.
- 6.174. The northern block is also a similar height to the existing building and sits, relative to Ferry Road, in the same location. The new building rises vertically from the floor plan; a change to the relationship between building and road from the existing building which steps back storey by storey. This will mean an increase in perceived height from the road. In this instance a combination of perceived height and a change in architectural style will make the change more evident.

Assessment of the effect of alterations to the existing buildings along Ferry Road upon landscape character		
Landscape sensitivity	<b>High</b>	
Magnitude of effect	<b>Moderate</b>	
Significance of effect	<b>Moderate</b>	<b>Not adverse</b>
Recommended mitigation measures to reduce any adverse effects		
The effect of the proposed buildings, developed through a detailed iterative design process and including inherent mitigation, is not assessed as requiring specific mitigation measures. However, the scheme could be improved by planting a mix of native and no-native species at lower level to screen and filter views of the lower parts of the building and day-to-day hotel activities, without blocking views to the east from the hotel. Planting in a 'louvered' pattern would help screen views from passing traffic in the direction of the view and will allow views perpendicular to the planting pattern eastwards.		

### How might the proposal be read as part of the local architecture?

#### Sense of arrival from the south

- 6.175. Knoll House is geographically separate from Studland village located approximately 700m north of the village centre.
- 6.176. The approach from the village, heading north along Ferry Road, is characterised by a tree lined rural road with a few large and detached houses with developed road frontages. This section of Ferry Road feels more rural, with native hedgerows and managed pasture, rather than part of the open heathland setting which is further to the north.
- 6.177. When heading north Knoll House comes into view quite close to the site where the views of the southern buildings are across a relatively open parkland-type landscape.
- 6.178. On approaching Knoll House, the buildings dominate the roadside views and sit relatively close to the road on the western side. Large mature conifers and manicured mown grass sit behind a low stone wall. The building is not screened from the road with low vegetation at ground level and high conifer canopies. To the east, mown grass gives way to shrub borders and a tennis court with panoramic views towards the sea. The road is separated from the east grassed area by a low post and rail fence. On passing the site, the character reverts to the hedgerow and tree-lined rural character found south of the hotel.

#### From the north

- 6.179. Travelling from the north, the road from the Sandbanks Ferry crosses Studland and Godlingston Heath. This is a heathland, wetland and scrub woodland landscape with large open skies and panoramic views.
- 6.180. Approximately 1Km north of the site, the character changes into a more scrub/woodland character with trees and topography restricting views away from the road.
- 6.181. 100m north of the application site, an access road turns east to the Studland Discovery Centre and National Trust car park. The buildings of Knoll House come into view approximately 50m north of the site.

### The relationship between the on-site trees and the architecture

- 6.182. Whilst the buildings of Knoll House are highly visible from the short section of Ferry Road which passes the site, arguably the most important contribution which the site offers to its locality is through its trees. The tall conifers form a more prominent landmark feature in this part of the landscape and are visible from much greater distance than the buildings. These trees are shown as retained and protected on the proposal drawings.

- 6.183. Knoll House is a collection of early to late 20th century buildings with many incremental additions. There is little architectural coherence to the site and many of the buildings are in poor condition. The central double gabled elevation with an original early colonnade is the most arresting part of the site when viewed from Ferry Road and the one part of the site which appears to have some sense of local character.
- 6.184. Locally, the houses within Studland village are built predominantly from red brick and stone under red clay tile roofs. More recent buildings have used cream or grey bricks. The village expanded in the 20th century with a later housing development at the western side and ribbon development of detached houses to the south and north.
- 6.185. There is no visual connection between the village and Knoll House which has little architectural resonance with the architectural vernacular of the immediate area. Knoll House has a different character to most buildings in the area and can be considered largely architecturally independent from its surroundings.
- 6.186. The architects are proposing a new architectural approach for the application site. Whilst this has its origins in the local vernacular, especially through the use of local materials, it is a departure from the traditional and later 20th century buildings found locally. The physical and visual separation from other buildings found locally, especially within Studland village, has informed a clear rationale for this approach.
- 6.187. The proposals bring a new architectural style to the site, but not the area. Other modern buildings, such as Studland House, show how a new type of architecture can work in this sensitive landscape.
- 6.188. The proposals show a significant change from the current condition. The architectural concept, strategy, and details are described in the Design and Access Statement.

### Proposed architectural style and materiality

- 6.189. The architectural development is described and illustrated in detail in the Design and Access Statement.
- 6.190. The proposed building styles, shape, form and materiality vary across the development and have been designed to adopt primary mitigation measures to reduce potential effects upon the surrounding area. In particular:

#### *Constraints*

- Varied topography of the Knoll House site;
- Long distance views to site;
- Proximity to SSSI;
- Retention of existing hotel façade; and
- Existing TPO trees located on the site.

### Opportunities

- Distant views of Old Harry Rock and Isle of Wight to be enhanced;
- Opportunities to enhance biodiversity and ecology;
- Potential to make improvements to the public realm and green space on the site;
- Maintenance and repair to the existing building to enhance the street frontage;
- Opportunity to remove poor quality extensions and ancillary buildings located on the site;
- and
- Potential to reduce density on the site.

### Massing principles

6.191. The massing of the building has been developed based on careful consideration of the wider rural context and far reaching views extending to the site. The site levels and the building heights existing at each boundary have been reviewed alongside the desire to add visual interest and to respond to the existing landscape.

Overlay proposed onto existing

The image to the right illustrates the existing building footprints with the proposed buildings overlaid.

The north east building footprint will step back from the existing the hotel will be consolidated into four buildings with the central space opened up and ancillary buildings removed.

Existing building footprints  
Proposed building footprints



**Fig 6.1 Massing studies taken from the Design and Access Statement**

6.192. This development offers the opportunity to create a high quality destination which, overall contributes more positively to its environment, unlike the buildings currently located on the site.

### **Key Massing Principles**

- The proposal seeks to respond directly to the surrounding context and far reaching site views;
- Low level development to south of the site, with the greater density buildings located at the north end of site;
- Inclusion of a large open central green space;
- Focus on integration into the wider surroundings including a green roof 'landscape' spa facility;
- Consolidating the number of accommodation blocks to create more space for on-site landscape; and
- Predominantly 1-3 storeys above ground and below the ridge heights of existing buildings

## **Visual Effects**

### **Assessment of Visual Sensitivity and Magnitude**

6.193. This section describes the effect of the proposal upon selected viewpoints. Priority is given to viewpoints with public access such as public rights of way, roads and residential dwellings which would be unacceptably harmed by views of the proposed development.

6.194. Representative viewpoints for the assessment of visual effects have been identified in the baseline assessment. These are at publicly accessible locations such as roads and public rights of way and public open space. The sensitivity of receptor, magnitude of change to the view, and the significance of the impact on the receptor are assessed for each representative viewpoint.

6.195. For private dwellings assessment is made a ground level. In reality, views may be apparent from first floor windows or further upper floors. These have not been assessed due to limitations in accessing such spaces.

### **Selection of representative viewpoints**

6.196. To test the ZTV model and to identify individual viewpoints not immediately apparent from the desk study, a visual tour within the area was carried out. The selection of viewpoints favoured visual receptors with higher sensitivity to the development. In particular residential properties, designated public footpaths, popular tourist areas and areas noted for their quietness and remoteness.

### **Magnitude and significance from visual receptors**

- 6.197. The significance of effect is a combination of receptor sensitivity and magnitude of the visual effect. For example, a view experienced by residents (high sensitivity) with a minor magnitude of effect gives rise to a slight or moderate effect. The same view experienced by the travelling public (low sensitivity) produces a slight or neutral effect. The greatest effects are experienced by residents observing a major magnitude of change to the view.
- 6.198. The effect of the construction phase will give rise to more adverse assessments than the operational phase. This is because of the presence of an unsightly construction infrastructure. The duration of the construction phase is assumed to be between 12-18 months and these adverse effects will be temporary. After the construction is complete, the significance of the visual effect reduces as the project enters the operational phase.

### **Effects upon visual receptors within the wider landscape**

- 6.199. Effects upon visual receptors north and west of the site are very limited. The site is effectively screened from both directions by substantial woodland during both summer and winter months.
- 6.200. Views from higher ground to the south and south-west towards the site are open and panoramic. From these directions the site is visible as a small part of a wide view. While the magnitude of the site within this wider view is relatively small, its singular nature, being one of only two visible collections of buildings within the heathland (the other being houses along Wadmore Lane to the south of Knoll House), is very important.
- 6.201. Eight viewpoints are assessed. The site is most visible from VP5b Black Down Mound (890m south-west); VP6 the bridleway above Agglestone Rock/Bridleway SE22/25 (1.03Km south-west); VP7b Studland Hill/Bridleway SE22/12 (1.85Km south); and VP9 Ballard Down (2Km south).
- 6.202. Comparative photomontage views have been produced to illustrate the change in the view from the baseline condition to the proposed development.

### **Views from Ferry Road (B3351)**

- 6.203. Appendix 6.4 includes a photographic storyboard sequence of views travelling north and south along Ferry Road.

#### ***Travelling north***

- 6.204. Travelling north along Ferry Road, the application site is not visible from beyond 170m south of the site boundary. It is not visible from the ground level of Studland Bay House but may be from upper storey windows. These views were not assessed.

- 6.205. At around 160m south of the site, glimpse oblique views of the southern end of the site are possible between gaps in the roadside hedge. A low section of hedge, around 40m long and 100m from the site boundary allows more open views across pasture to the existing spa, swimming pool and accommodation block at the south end. The view is then lost, screened by trees until the site entrance.
- 6.206. The view along the entrance drive is dominated by mature vegetation with a glimpse view of buildings beyond. This view is only apparent when turning to the hotel site and would be missed by the travelling public.
- 6.207. A second sequence of views is taken from a driving position travelling north as the hotel is passed on the left. It should be noted that these views are mainly experienced by drivers whose eyes will be on the road. Passengers, especially those travelling by bus, may be interested in the views as they pass the site. The existing hotel is variably visible as it is passed from Ferry Road. The buildings at the south end are screened or views filtered through pine trees and low level vegetation the most obvious features being the white walls and red clay roofs. Passing the original house, central to the roadside façade, the northern accommodation block comes into view where it appears as a large white unprepossessing building with minimal screening afforded by roadside vegetation. This is the most apparent building along this section of road.
- 6.208. Views of the hotel are lost as the site is passed.

### **Travelling south**

- 6.209. From the north the road passes through woodland with the Knoll Beach Car Park entrance on the left around 90m north of the site. The first buildings of the hotel come into view around 50m north of the site from where the whole length of the east facing elevation sits above a grassed earth bank and is visible with some filtering of the views offered by the pine trees and lower level vegetation. The northern accommodation block is very obvious from this part of the road. Oblique and perpendicular views of the north end of the site reveal a sequence of stepped flat roof building levels in white render with blue painted window frames. This is a poor quality building, architecturally uninteresting and something of an eye-sore.
- 6.210. More interesting views of the central historic core come into view before the site is passed around 130m after it is first seen.
- 6.211. Receptor sensitivity for views along Ferry Road is assessed as low. These are travelling public and the duration of the view at 20-30mph is a matter of seconds.

### **The effect upon visual receptors from Ferry Road**

- 6.212. The effect upon landscape character when viewed from Ferry Road is described earlier in this chapter. The effect upon visual receptors is restricted to hotel users and road users as most of the potential viewpoints are within the ownership of the hotel.

- 6.213. Road users, including cyclists, are travelling past the site where the experience of Knoll House forms part of a longer journey along Ferry Road. The visibility of the site is limited to a section of road approximately 400m in length.
- 6.214. From here the site will look noticeably different compared to the baseline condition.
- 6.215. The architect’s massing study illustrates a two storey contemporary replacement building to the south of the retained core building and a three storey building along the northern section of Ferry Road. Both buildings are a significant departure from the baseline condition and will appear large within the host landscape and exhibit a strong influence upon Ferry Road.
- 6.216. The visual effect that these two buildings have upon receptors passing the site could be reduced by substantial planting at low level (in the short-term) and by adding to the conifer collection (in the longer-term). This would need to be balanced against views from the apartments towards the sea but could recognise that views from the building are perpendicular to the road, while views from the road towards the buildings are oblique. Carefully locating trees in an angled (louvered) orientation could protect views from the building while screening views towards the building from road users.

### Views towards the western crescent block

- 6.217. Illustrative views towards the western crescent block have not been produced. This building is apparent from distant views from the south and its green roof visible from the south-west. Views towards the east facing elevation are largely screened by the eastern collection of buildings, especially from Ferry Road.

Assessment of the effect upon visual receptors of alterations to the existing buildings along Ferry Road		
Receptor sensitivity	<b>Low (road users) – short duration of the view</b>	
Magnitude of effect	<b>Moderate</b> “A partial alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be noticeably changed”.	
Significance of effect	<b>Slight</b>	<b>Slightly adverse (Year 1) Not adverse (Year 5)</b>
Recommended mitigation measures to reduce any adverse effects		
The low sensitivity of the receptors (the travelling public in moving vehicles) reduces the overall significance of effect compared with other viewpoints. Changes will be noticeable, especially at the northern end of the site when travelling both north and south. <b>Mitigation planting is recommended</b> to filter views towards the northern accommodation block. This should take the form of advanced nursery stock Scot’s pine trees (up to 8m height from the nurseries) combined with a mix of native and non-native species at lower level to screen and filter views of the lower parts of the building and day-to-day hotel activities, without blocking views to the east from the hotel. Planting in a ‘louvered’ pattern would help screen views from passing traffic in the direction of the view and will allow views perpendicular to the planting pattern eastwards.		

**Viewpoint assessment**

6.218. Note: Detailed assessments are included in Appendix 6.4 together with alongside each LVIA photograph. It is recommended that this section is read in conjunction with the illustrative Appendices. CGI Photomontage ‘before and after’ illustrations are included in Appendix 6.5. This also includes images which illustrate a comparison between the previous application and the current Proposal. The abbreviated viewpoint assessments included in this section focus upon any required mitigation measures to reduce and assessed adverse effects.

**VP1: Eastern road verge of Ferry Road, adjacent to site entrance to Knoll House Hotel**

- 6.219. Viewpoint 1 is included as a winter view taken in 2018 as part of an LVIA for a previous application.
- 6.220. There is no public access to this viewpoint. No footpath exists within this road verge and people finding themselves in this location will be hotel residents. It should be read in conjunction with the storyboard views described above.

VP1: Eastern road verge of Ferry Road, adjacent to site entrance to Knoll House Hotel
Refer to assessment of effects upon receptors from Ferry Road above

**VP2a: Bridleway SE22/38, south of Knoll House Hotel**

- 6.221. Winter view taken in 2018, and Summer view (September 2022)
- 6.222. Looking due north from gaps in the bridleway hedge towards the southern end of the hotel site. The Spa and swimming pool are clearly visible with a small copse of deciduous trees at the eastern end of the boundary. Roofs of the main building are visible, and the skyline is broken by groups of on-site Scots pine trees.

VP2a: Bridleway SE22/38, south of Knoll House Hotel		
Receptor sensitivity	<b>High (recreational footpath users)</b>	
Magnitude of effect	<b>Moderate or Large</b> “A total (part) and partial (part) alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be fundamentally (part) and noticeably (part) changed”.	
Significance of effect	<b>Moderate or Large</b>	<b>Slightly adverse (Year 1) Beneficial (Years 5 onwards)</b>
Recommended mitigation measures to reduce any adverse effects		
Much of the view will be fundamentally changed. Partial change will be noticed at the eastern end of the southern boundary where existing trees perform and important screening function. The initial effect is assessed as slightly adverse. This is because the proposals for new on-site tree, shrub and hedge planting along the southern boundary will not have achieved its design effect in screening and filtering views between the viewpoint and the new development. The primary design mitigation, through the changes to the buildings compared with the baseline condition, is inherently beneficial.		

The off-site trees, not owned but managed by the hotel, cannot be assessed to screen and filter views for the design life of the project. Supplementary on-site planting is recommended to mitigate against any risk that these trees may be lost in the future.

**Mitigation planting is shown on the proposal drawings in the form of new tree planting, lower level shrubs and hedges. It is recommended** that this should take the form of advanced nursery stock Scot’s pine trees (up to 8m height from the nurseries) combined with and ‘instant’ mixed native hedge up to 2m high and a mix of native species at lower level to screen and filter views of the lower parts of the building and day-to-day hotel activities, without blocking views from the hotel.

**VP2b: Entrance to Wadmore Lane**

- 6.223. Summer view (September 2022). Not included in the 2018 LVIA.
- 6.224. A similar view to VP2a, but at greater distance. The hotel is visible through a succession of field boundary hedges.

VP2b: Entrance to Wadmore Lane  
Refer to assessment of effects upon receptors VP2a

**VP2c: Bridleway SE22/38, south-west of Knoll House Hotel**

- 6.225. Summer view (September 2022). Not included in the 2018 LVIA.
- 6.226. Similar to 2a but looking north-east more obliquely along the southern boundary. This is an open uninterrupted view towards the southern end of the hotel site. The Spa and swimming pool are clearly visible with the low buildings in the south-east corner of the site in view. Roofs of the main building are just visible, and the skyline is broken by groups of on-site Scots pine trees.

VP2c: Bridleway SE22/38, south-west of Knoll House Hotel  
Changes to the view are illustrated in the CGI images in Appendix 6.5 .  
Refer to assessment of effects upon receptors VP2a

**VP3: Bridleway SE22/23, west of Knoll House Hotel**

- 6.227. Summer view (September 2022). Not included in the 2018 LVIA.
- 6.228. West of the site, a large area of woodland lies between the hotel and Godlingston Heath. The eastern part of this woodland is a tall mix of deciduous trees and conifers becoming scrubrier further west as it meets the heathland. Access to the heath from the hotel is along footpath SE22/38, through woodland until it meets a network of paths which cross the heath (SE22:/23/24/25/26 and SE22/17). The site is not visible from within the woodland and from all lower elevations within the heath west of the site from where it is screened by woodland. The on-site pine trees are visible as they break the canopy of the woodland on the top of Knoll Hill. The site comes into view from westerly vantage points as topography rises to the south-west. These views are described in VPs 4, 5b, and 6.

VP3: Bridleway SE22/23, west of Knoll House Hotel	
Receptor sensitivity	<b>High (recreational footpath users and equestrians) Visitors pre-occupied with enjoyment of the scenery</b>
Magnitude of effect	<b>Negligible</b> <i>“Very minor alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be fundamentally unchanged with barely perceptible differences”.</i>
Significance of effect	<b>Slight</b> <span style="float: right;"><b>Not adverse</b></span>
Recommended mitigation measures to reduce any adverse effects	
The view will be largely unchanged. It may be possible to see activities above the tree line during the construction phase. These effects will be temporary. During the operation phase not visible effects upon receptors are predicted.	

**VP4: View from Addlestone Rock: Bridleway SE22/24**

- 6.229. Summer view (September 2022). Not included in the 2018 LVIA.
- 6.230. Addlestone Rock is a local beauty spot and a stopping point for many walkers. The view from here was not included in the 2018 LVIA but is important because of its role as a resting place and viewpoint.
- 6.231. This is a wide panoramic view with the hotel site located to the north-east. The hotel is not visible being screened by woodland. The on-site pine trees stand tall on the skyline.
- 6.232. The wide expanse of Godlingston Heath occupies the majority of the view with the coastal developments at Sandbanks and Bournemouth in the distance.

VP4: View from Addlestone Rock: Bridleway SE22/24		
Receptor sensitivity	<b>High (recreational footpath users and equestrians) Visitors pre-occupied with enjoyment of the scenery</b>	
Magnitude of effect	<b>Minor to Negligible</b> “A (very) minor alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be largely unchanged with barely discernible differences”.	
Significance of effect	<b>Slight</b>	<b>Not adverse (Year 1) Beneficial (Years 5 onwards)</b>
Recommended mitigation measures to reduce any adverse effects		
The view will be largely unchanged. It may be possible to see activities above the tree line during the construction phase. These effects will be temporary. During the operation phase not visible effects upon receptors are predicted.		

**VP5b Black Down Mound (890m south-west)**

- 6.233. Winter view taken in 2018, and Summer view (September 2022)
- 6.234. The view looking north-east from Black Down Mound is taken as part of a ridgeline which runs along footpath SE22/17 and is representative of a sequence of views possible from this high vantage point. From this length of footpath, the hotel is partially visible as a minor element, set amongst trees within the wide panoramic view.
- 6.235. The wide expanse of Godlingston Heath occupies the majority of the view with Poole Harbour and Brownsea Island visible with the coastal developments at Sandbanks and Bournemouth in the distance.
- 6.236. This is one of the most important assessed views. From here the architectural concept will start to be revealed and response to the site development apparent, albeit at a minor level of perception.
- 6.237. Unlike the existing buildings, or the previous application, the use of angled dark roofs which have their backs to the view, along with green roofs to the southern and western buildings will make their perception within the landscape less obvious than the baseline condition.
- 6.238. This change to the view is illustrated in the photomontage illustrations in Appendix 6.5.
- 6.239. The ‘before and after’ illustration reveals that a possible idea of adopting adaptive re-use by conserving many existing buildings would not allow the development to be designed in a way which enhances the visual character of the AONB.
- 6.240. The view from this direction could be further enhanced by:
  - Using plant communities for the green roofs which are taken directly from the surrounding heathland, and;
  - Planting tall new conifers along the southern and western boundaries to add to the current on-site tree resource and establish to replace the mature trees as they die or become unsafe.

VP5b Black Down Mound (890m south-west)		
Receptor sensitivity	<b>High (recreational footpath users and equestrians) Visitors pre-occupied with enjoyment of the scenery</b>	
Magnitude of effect	<b>Moderate</b> “A partial alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be noticeably changed”.	
Significance of effect	<b>Moderate or Large</b>	<b>Slightly adverse (Construction phase) Beneficial (Year 1 onwards)</b>
Recommended mitigation measures to reduce any adverse effects		
<p>Changes to the view are illustrated in the CGI images in Appendix 6.5.</p> <p>It will be possible to see activities above the tree line during the construction phase. These effects will be temporary.</p> <p>The wide panoramic view from this viewpoint will be largely unchanged. The hotel site occupies a very small part of this view where it appears as the northernmost development against the heathland, woodland, sea and coastline beyond. The baseline condition is more visually obvious than the proposed development which is visually recessive and where the northern parts of the site will be barely imperceptible. No further mitigation is recommended.</p> <p>However, as the design develops in more detail it is recommended that the green roof of the Spa favours a native heathland plant community. The new planting associated with the proposed buildings along the southern boundary should be planted as advanced nursery plants to achieve instant visual effects.</p>		

**VP6 Bridleway SE22/24, high point above Addlestone Rock**

- 6.241. Winter view taken in 2018, and Summer view (September 2022)
- 6.242. A similar view to VP4 but taken from the highest point approximately 130m south of Addlestone Rock. This is part of the footpath and not an obvious resting place with Addlestone Rock just a short walk further down the slope.
- 6.243. The assessment is similar to views from Black Down Mound (VP5b) but taken from around 100m further to the west. The roofs of the north end of the hotel complex are slightly less visible than from VP5b and visible as a minor element, set amongst trees within the wide panoramic view.
- 6.244. The effect of the proposed development will be as described in VP5b.

VP6 Bridleway SE22/24, high point above Addlestone Rock		
Receptor sensitivity	<b>High (recreational footpath users and equestrians) Visitors pre-occupied with enjoyment of the scenery</b>	
Magnitude of effect	<b>Moderate</b> <i>“A partial alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be noticeably changed”.</i>	
Significance of effect	<b>Moderate or Large</b>	<b>Slightly adverse (Construction phase) Beneficial (Year 1 onwards)</b>
Recommended mitigation measures to reduce any adverse effects		
Changes to the view are illustrated in the CGI images in Appendix 6.5. A similar view to VP5b. Description of the effects upon visual receptors and recommendations to reduce these effects is similar to that description. This hotel site is slightly more open from this view and the role of the planting along the southern boundary more important in reducing the visibility of this part of the site from this viewpoint.		

**VP7b Studland Hill/Bridleway SE22/12 (1.85Km south)**

- 6.245. Winter view taken in 2018
- 6.246. A long-distance view from Studland Hill. The view is dominated by pasture in the foreground and large skies. The village of Studland is visible in the middle distance with heathland and woodland between the village and Poole Harbour with Brownsea Island clearly visible. The hotel is visible as a minor element within the wide panoramic view with details indistinct without magnification. The southern end of the hotel complex is visible as a white element with a wooded backdrop.
- 6.247. From here the site is less isolated and visually appears more connected to the village with new development to the south-east of the village apparent in the foreground. The wide panoramic views across the heathland and Poole Harbour mean that the eye is drawn towards the wider view rather than isolated elements within it.
- 6.248. From this viewpoint, due south of the development, the development north and east of the southern green roofed buildings will be slightly more apparent. The whole site is visible as a collection of buildings.
- 6.249. The change from the baseline view is relatively small with one architectural style giving way to another. The visual change, from a complex of predominantly white buildings to a mix of stone and timber buildings below dark roofs, will be beneficial to this view where the hotel will become more visually recessive in the landscape. The green roof building at the south end of the site will be barely perceptible.
- 6.250. In common with all views from the south, substantial tree planting along the southern boundary is recommended to screen low level views of the development, especially the car park and when mature, to filter views of the roofscape.

VP7b Studland Hill/Bridleway SE22/12 (1.85Km south)		
Receptor sensitivity	<b>High (recreational footpath users and equestrians) Visitors pre-occupied with enjoyment of the scenery</b>	
Magnitude of effect	<b>Moderate</b> “A partial alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be noticeably changed”.	
Significance of effect	<b>Moderate or Large</b>	<b>Slightly adverse (Construction phase) Beneficial (Year 1 onwards)</b>
Recommended mitigation measures to reduce any adverse effects		
<p>Changes to the view are illustrated in the CGI images in Appendix 6.5.</p> <p>From this (and similar) viewpoint(s) the most direct (perpendicular) view of the hotel site is possible. From here (and views from Ballard Down) the design changes from the previous application will be most apparent.</p> <p>The wide panoramic view from this viewpoint will be largely unchanged. The hotel site is visible at considerable distance where it occupies a very small part of this view. It appears as a complex of white and red blocks as the northernmost development against the heathland, woodland, sea and coastline beyond. The existing hotel is more visually obvious than the proposed development, which is visually recessive creating an inherently beneficial visual effect compared with the baseline. The northern parts of the site will be more visible than from other viewpoints and the orientation of the buildings (north-south) together with the role of the central open space, will read as a significant change to the view.</p> <p>The role of the new planting associated with the proposed buildings along the southern boundary is especially important from these southerly elevated viewpoints as it will be possible to catch an oblique view of the car park in the SW corner with a risk that reflective windscreens may shine towards the receptors. Inherent design mitigation has addressed this risk, but it is reiterated again here that all planting at the southern end of the site should be planted as advanced nursery plants to achieve instant visual effects.</p>		

**VPs7c, 9 & 10: Views from the Purbeck Hills**

VP7c Ballard Down Bridleway SE3/6

VP9 Near the obelisk western end of Ballard Down SE22/14

VP10 Ballard Down Bridleway SE3/6

- 6.251. A connected series of footpath (SE22/14, SE3/6 and SE22/10 run along the ridgeline of the Purbeck Hills from Godlingston Hill at the western end, past a landmark obelisk, until it joins the SWCP at Ballard Point: An area known as Ballard Down. This section of footpath forms the eastern end of the Purbeck Way.
- 6.252. The views from this high land are panoramic and it is an extremely popular place for walkers and those pre-occupied with enjoyment of the scenery. From the western end, close to the obelisk (VPs 9 & 10), the hotel is visible as a minor element within the wide panoramic view with details indistinct without magnification. The southern end of the hotel complex is visible as a white element with a wooded backdrop. Roofs at the northern of the site are visible with magnification.
- 6.253. At the eastern end (VP7c), view is dominated by pasture in the foreground and large skies. The village of Studland is visible in the middle distance with heathland and woodland between the village and Poole Harbour with Brownsea Island clearly visible. The hotel is visible as a minor element within the wide panoramic view with details indistinct without magnification. The southern end of the hotel complex is visible as a white element with a wooded backdrop.

- 6.254. From more westerly viewpoints Studland village becomes increasingly less apparent and the hotel site starts to appear more isolated from the expansion of the village with only a few isolated houses within the view. This means that it is less visually connected to other built development and appears as the most northerly build element before the wide expanses of the heathland, woodland, Poole Harbour and the coastal fringe of Poole and Bournemouth.
- 6.255. These views are similar to VP7b, but slightly more oblique such that the woodland performs a greater function in screening parts of the hotel complex.
- 6.256. The effect of the proposal will also be similar to that assessed for VP7b which is repeated here. The alteration, from a complex of predominantly white buildings to a mix of stone and timber buildings below dark roofs, will be beneficial to this view where the hotel will become more visually recessive in the landscape. The green roof building at the south end of the site will be barely perceptible.
- 6.257. In common with all views from the south, substantial tree planting along the southern boundary is recommended to screen low level views of the development, especially the car park and when mature, to filter views of the roofscape.

VPs7c, 9 & 10: Views from the Purbeck Hills		
Receptor sensitivity	<b>High (recreational footpath users and equestrians) Visitors pre-occupied with enjoyment of the scenery</b>	
Magnitude of effect	<b>Moderate</b> <i>“A partial alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be noticeably changed”.</i>	
Significance of effect	<b>Moderate or Large</b>	<b>Slightly adverse (Construction phase) Beneficial (Year 1 onwards)</b>
Recommended mitigation measures to reduce any adverse effects		
Changes to the view are illustrated in the CGI images in Appendix 6.5. In a similar way to the view from VP7b the design changes from the previous application will be most apparent although slightly less so that the perpendicular view from the eastern end of the Purbeck Way. Assessment and recommendations for mitigation is as described in VP7b.		

**VP8: South-West Coast Path, Old Harry Rocks, Handfast Point – Bridleway SE22/9**

- 6.258. View looking NW from the SWCP close to Old Harry Rocks, a local beauty spot.
- 6.259. The hotel is just visible as a very minor element, largely indistinct without magnification. The panoramic view is dominated by the sea, sky and coastline leading towards Poole Harbour and Sandbanks.

VP8: South West Coast Path, Old Harry Rocks, Handfast Point – Bridleway SE22/9		
Receptor sensitivity	<b>High: Footpath users/Visitors pre-occupied with enjoyment of the scenery</b>	
Magnitude of effect	<b>Negligible</b> <i>“Very minor alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be fundamentally unchanged with barely perceptible differences”.</i>	
Significance of effect	<b>Slight</b>	<b>Not adverse</b>
Recommended mitigation measures to reduce any adverse effects		
Changes to the view are illustrated in the CGI images in Appendix 6.5. The view will be largely unchanged. It may be possible to see activities above the tree line during the construction phase. These effects will be temporary. During the operation phase not visible effects upon receptors are predicted.		

**VP11: Sand dunes west of litter bins on Knoll Beach, adjacent to Footpath SE22/1, part of the SW Coast Path**

- 6.260. View looking south from Knoll Beach. The view is dominated by the heathland, sky and sea with the Purbeck Hills in the background.
- 6.261. The hotel is not visible from this viewpoint.

VP11: Sand dunes west of litter bins on Knoll Beach, adjacent to Footpath SE22/1, part of the SW Coast Path		
Receptor sensitivity	<b>High: Visitors pre-occupied with enjoyment of the scenery</b>	
Magnitude of effect	<b>Negligible</b> <i>“Very minor alteration to key elements, features, or characteristics of the view, such that post development the baseline situation will be fundamentally unchanged with barely perceptible differences”.</i>	
Significance of effect	<b>Slight</b>	<b>Not adverse</b>
Recommended mitigation measures to reduce any adverse effects		
Changes to the view are illustrated in the CGI images in Appendix 6.5. The view will be largely unchanged. It may be possible to see activities above the tree line during the construction phase. These effects will be temporary. During the operation phase no visible effects upon receptors are predicted.		

### Predicted Likely Effects (Before Mitigation)

6.262. The landscape and visual assessment considers the changes which would result from the Proposal. Potential effects are considered for the construction phase, on-completion, and in the long-term (taken to be 15 years post-completion, and 5 years for planting effects). Effects of the Proposal are assessed against the existing landscape and visual baseline as described in the following sections.

### Potential Construction Effects

6.263. The following construction activities could give rise to short or medium-term landscape and visual effects:

- The erection of construction site fencing and fencing to protect trees and ecologically sensitive areas.
- Vegetation removal and site clearance.
- The demolition of buildings and other structures on the site. This would involve the erection of scaffolding and netting and the use of demolition machinery.
- Installation of construction equipment, including cranes, scaffolding, hoarding, lighting, construction compounds, and material yards.
- Groundwork excavations and site preparation, including changes to site levels.
- The construction of foundations and the excavation of the basement levels.
- Movement of heavy plant and material to, from and around the site.
- Construction of new site access roads and internal site roads (potentially temporary construction tracks as well as the proposed access).
- Construction of new buildings with the designed landscape.
- Landscape works on land to the north-west and north of the site for off-site mitigation.

6.264. The construction works are temporary and the projected works on site planned for a 12-18 month duration.

6.265. In addition to the effects listed above, should the construction works involve equipment (such as tall cranes) which exceed the height of the on-site trees and surrounding woodland, these works may be visible from all viewpoints. The most sensitive to these works will be from viewpoints close to the site, especially VPs 2a, 2b, 2c, 6, 7b, 7c, 9 and 10.

### Potential Operational Effects

- 6.266. In terms of duration and reversibility, following completion of the construction phase, the landscape and visual effects arising from the proposed development would be permanent: the Proposal is intended to be a high-quality, sustainable, long-term construction and there is no expectation to reverse the predicted effects within several generations.
- 6.267. The potential effects likely to arise from the scale and extent of permanent changes in landscape character and visual amenity as a consequence of development are summarised below:

#### *Potential Landscape Effects*

- Effects on the landscape of the site arising from the removal of vegetation;
- Effects arising from changes in the topography of the site;
- Effects arising on the role of the site as a landmark and a gateway feature;
- Effects on the character of the host LCA in relation to settlement pattern and the sense of remoteness/tranquillity arising from changes in built form within the site (architectural style, building material, scale/height and massing); and
- Indirect landscape/seascape character effects on existing views and the associated sense of remoteness/tranquillity arising from distant views from the Purbeck Ridge LCA and Active Coastal Waters seascape character type (SCT) towards changes in the height/mass/architectural style/material of hotel buildings.

#### *Visual Effects*

- Effects on the visual amenity of near views seen from the Ferry Road and Bridleway SE22/38 arising from changes in built character/mass/scale of the hotel buildings, tree removal on the site, and additional tree planting (within and off site); and
- Effects on the visual amenity of distant, panoramic views seen from the wider landscape to the north, south-east, south/south-east, south, south/south-west and southwest arising from changes in built character/mass/scale of the hotel buildings, tree removal, and additional tree planting (within and off site).

### Cumulative and In-Combination Effects

- 6.268. No cumulative or in-combination effects were found during the assessment. The development replaces one building complex with another within the same site boundary. The number of hotel 'keys' will reduce with a resulting drop in the number of residential guests.

### Mitigation and Enhancement

#### Inherent Design Mitigation

6.269. Central to the re-design of the redevelopment proposals has been detailed consideration of the consultee comments on the previous 2018 (refused) application.

6.270. The development of the submitted site layout design has been an iterative process, taking account of environmental effects and other sensitivities. As such, the layout of the development has undergone a series of modifications to avoid and reduce potential environmental effects through careful design.

6.271. This process has ensured that specific environmental factors are considered and that constraints are avoided through the final design presented as the assessed scheme. This is referred to as “inherent design mitigation”.

6.272. As advocated on pages 51 - 53 of GLVIA3, an iterative design and assessment process has taken place to avoid or reduce adverse effects and to create or emphasise positive ones.

*“The iterative design and assessment process has great strength because it links the analysis of environmental issues with steps to improve the siting, layout and design of a particular scheme. Site planning and detailed design, as well as initial appraisal of a development project in the screening and scoping stages, are informed by and respond to the ongoing assessment as the environmental constraints and opportunities are revealed in progressively greater detail and influence each stage of decision making. This approach can result in a more successful and cost-effective development and can reduce the time required to complete the assessment”. (GLVIA3 section 4.6).*

6.273. This methodological approach has led to a detailed understanding of the project, its locality, appearance and technical challenges as well as consideration of potential use and designing-out obsolescence (functionality, adaptability and sustainability).

6.274. Design meetings with the appointed project team have been held to inform the design process. These have involved members of the EIA and technical team who have provided information on potential constraints following the baseline assessments.

6.275. This process led to the final designs being submitted to the LPA, which represent the Assessed Scheme for the purposes of this EIA.

### Changes from the 2018 application which seek to reduce effects upon landscape character and visual receptors

6.276. The current proposal is a complete re-design from the earlier 2018 application. Of particular relevance to landscape character and visual assessment are the key design changes:

- Reduction in the height of all buildings by 1-3m at the northern end of the site and up to 5.5m at the southern end.
- Amalgamating building blocks to allow a substantial open space centrally within the site. The open space allows the building complex to be broken into discrete parts, physically and visually connecting the site to the wider host landscape.
- Orientating the majority of buildings north-south and perpendicular to the most sensitive views from higher ground to the south. This means that most buildings will appear as linear elements rather than blocks with a visual focus upon the roofscape rather than the vertical elevations.
- A new architectural concept throughout including style, mass, form, scale, materiality derived from the locality, and a focused upon a recessive colour palette.
- Celebrating the retained historic core of the building by juxtaposing against contemporary architecture.
- Increased focus on an architectural response which seeks to make the southern boundary visually recessive.
- Landscape treatments within the site which extend the plant communities of the adjacent heathland and provide a significantly enhanced biodiversity opportunity.

6.277. The increased design sensitivity to the visual effect of the southern boundary, by making buildings low and visually recessive as well as orientating building blocks perpendicular to the most sensitive views from the south, has required a trade-off with the scale and massing of the buildings at the northern end. The largest buildings are located within the least visible parts of the site where their massing is a change from the baseline of a random complex of lower height blocks. The balance between reconciling potentially adverse effects upon views, and the economic viability of the scheme, is the most difficult part of the design process.

6.278. The effect of the architecture upon landscape character, the AONB designation and visual receptors is described and assessed earlier in this chapter

### Protecting or enhancing the character and appearance of the Dorset AONB

- 6.279. This involves responsible stewardship of the landscape and its architectural legacy.
- 6.280. The application site (within the red line) currently contributes little to the AONB. However, the adjacent woodland (within the blue line), is leased from the National Trust on a long-term basis. A long-term management plan protects its condition and ensures that views from the north and west will remain unchanged for the lease period. To the east, the lease land is largely open grassland used for recreational purposes.
- 6.281. The development acknowledges that the trees at the site boundaries, and to a lesser extent within the site, are critical to the site's contribution to the local landscape. These trees are assessed as being more important than the buildings.
- 6.282. The trees which surround the site to the north and west also play a critical role in the way that the site is perceived from the surrounding area. From both north and west locations the site is not read as part of the wider landscape. To maintain this real and perceived effect, the protection and continuity of the woodland will need to be ensured for the life expectancy of the development. This woodland is also subject to a woodland management plan which ensures that the woodland is not only protected but managed to ensure its health into the future.
- 6.283. The site sits within the wide open landscape of Studland and Godlingston Heath National Nature Reserve, Godlingston Heath, Studland Heath, Studland Bay, the South-West Coast path, and the ridge along which the Purbeck Way runs east-west. Much of this landscape is open access land with a network of footpaths, bridleways and byways.
- 6.284. This landscape and its designations do not currently exhibit much influence upon the character of site which is largely independent of its host landscape. The exception are the trees discussed above.
- 6.285. Similarly, while the site does exhibit visual influence on its host landscape, it makes little contribution to its landscape character. Its main effect is through the built character of a short section of Ferry Road and its position on the ridgeline above Studland Bay.
- 6.286. The independence of the site from its surroundings is a missed opportunity.

### Mitigating against adverse effects upon landscape character

- 6.287. The inherent and primary mitigation achieved through a detailed iterative design process has resulted in a proposal which is assessed as beneficial to the landscape character when compared to the baseline condition. No adverse effects upon landscape character were assessed and therefore no specific further mitigation measures to reduce are recommended.

- 6.288. No adverse effects upon the World Heritage Site designation were found. The development replaces one form of architecture with another within the site boundary with no change from the baseline condition. The potential interconnection between the site and the WHS (restricted to a short section of coastline close to Old Harry Rocks) is visual with no adverse effect upon the designated characteristics.
- 6.289. Similarly, the hotel site is set back from the coastline in a slightly elevation position relative to the shoreline. The potential interconnection between the site and the sea and shoreline is visual and receptors will be able to view the development from recreational boats and cross-channel ferries. It is assessed that changes to the site will not adversely affect the seascape characteristics.
- 6.290. A decreased number of keys for the proposed development (including no longer having staff accommodation on site) compared with the existing situation means that overall visitor numbers are likely to be reduced.
- 6.291. The inherent design measures which have adopted a landscape strategy to make the site more open, and with a focus on open landscape within the site, will encourage more passive outdoor recreational activities, such that the site should not change perceptions of tranquillity and remoteness compared to the baseline condition.

### Enhancement measures to provide increased benefits to the landscape character of the area

- 6.292. The lack of assessed adverse effects upon landscape character does not mean that, as the design develops into a detailed stage, enhancement opportunities could not be further explored and adopted.
- 6.293. The tree resource on the site will slightly change as a result of the development and the existing trees will not out-live the design life of the Proposal. A short, medium and long-term strategy for tree planting is recommended to ensure that the character of the site, with its iconic pine trees, is maintained for future generations. In particular, planting new trees along Ferry road at the northern end of the site, within the central courtyard space and along the southern boundary should favour species found on the site and within the surrounding area. It is further recommended that some of these trees are planted as larger nursery stock sizes, up to 6-8m from the nursery, to achieve an immediate impact upon the landscape character and should be considered integral to the development from the outset.
- 6.294. The selection of new tree species should favour native species found locally. It may be desirable to include a few more ornamental species to add to the 'garden' areas and where they can be selected for size, shape and form. But in all cases the strategy should be to ensure long-term success and a future which extends to a similar lifespan to the development. This means selection species which are likely to thrive in this location and which will be resilient to predicted effects of climate change.
- New tree species should be selected using the best available information. In particular by following the species recommendations published by organisations focused upon the effects of climate change (e.g. TDAG and the RHS). This will be a wider range of tree species than currently on the site to provide resilience to an unpredictable climatic future.
  - Species selection should favour those more resilient to climate change and drier conditions and selected to provide a strong mix of both native and more exotic to create a sustainable and resilient tree stock.
  - Tree species will need to be resilient to wetter winters, drier summers, and a higher incidence of extreme weather patterns. In particular species should be selected for predicted sun and shade tolerance and drought tolerance.
  - Whilst the iconic trees are the Scots pines, trees should also be selected for their appearance: Mature size, crown form, crown density, flowering and fruiting, leaf type, single and multi-stemmed. This is important in providing an attractive designed landscape around the hotel.
  - Species should be selected for their contribution to the native environment. This includes favouring trees which can be sourced from local provenance.

**Mitigating against adverse effects upon visual receptors**

6.295. The effect upon visual receptors from 11 viewpoints were assessed to represent the views into the site from the surrounding area. In addition, a separate study was carried out to assess visual effects of the Proposal upon the travelling public moving north and south along Ferry Road. These are summarised in the following table:

<i>Magnitude of effect</i>	<i>Significance</i>	<i>Viewpoints falling into this category</i>
Moderate or Large	Slightly adverse (Construction Phase)	5b, 6, 7b, 7c, 9, 10
Moderate or Large	Slightly adverse (Year 1)	2a, 2b, 2c
Slight	Slightly adverse (Year 1)	1 and Views from Ferry Road
Slight	Not adverse	3, 4, 8, 11

6.296. Following recommended mitigation measures, assessed at Year 5, the effects will reduce or become beneficia

<i>Magnitude of effect</i>	<i>Significance</i>	<i>Viewpoints falling into this category</i>
Moderate or Large	Beneficial (Year 1)	5b, 6, 7b, 7c, 9, 10
Moderate or Large	Beneficial (Year 5)	2a, 2b, 2c
Slight	Not adverse	1, 3, 4, 8, 11 and Views from Ferry Road

6.297. The significance of ‘not adverse’ means that the effect that would maintain, on balance, the existing level of condition, integrity, or key characteristics of the visual resource. This term is preferred over ‘neutral’ which suggests no change from the baseline condition. Whilst the nature of the change may be significant, the assessment concludes that the Proposal does not compromise the inherent qualities of the resource and can balance a combination of positive and negative effects with an overall emphasis on the positive.

**From Ferry Road (Viewpoint 1) and Views from Ferry Road**

6.298. The low sensitivity of the receptors (the travelling public in moving vehicles) reduces the overall significance of effect compared with other viewpoints. Changes will be noticeable, especially at the northern end of the site when travelling both north and south. Mitigation planting is recommended to filter views towards the northern accommodation block. This should take the form of advanced nursery stock Scots pine trees (up to 8m height from the nurseries) combined with a mix of native and non-native species at lower level to screen and filter views of the lower parts of the building and day-to-day hotel activities, without blocking views to the east from the hotel. Planting in a ‘louvered’ pattern would help screen views from passing traffic in the direction of the view and will allow views perpendicular to the planting pattern eastwards.

### **From the footpaths and bridleways immediately south of the site (Viewpoints 2a, 2b, 2c)**

- 6.299. The off-site trees, not owned but managed by the hotel, cannot be assessed to screen and filter views for the design life of the project. Supplementary on-site planting is recommended to mitigate against any risk that these trees may be lost in the future.
- 6.300. Mitigation planting is shown on the proposal drawings in the form of new tree planting, lower level shrubs and hedges. In common with the eastern boundary along Ferry Road, it is recommended that this should take the form of advanced nursery stock Scots pine trees (up to 8m height from the nurseries) combined with and 'instant' mixed native hedge up to 2m high and a mix of native species at lower level to screen and filter views of the lower parts of the building and day-to-day hotel activities, without blocking views from the hotel.

### **From Godlingston Heath west of the hotel (Viewpoint 3)**

- 6.301. It may be possible to see activities above the tree line during the construction phase. These effects will be temporary. During the operation phase visible effects upon receptors are not predicted.

### **From the higher ground of Godlingston Heath and Black Down Mound (Viewpoints 4, 5b, & 6)**

- 6.302. The wide panoramic view from these viewpoints will be largely unchanged. The hotel site occupies a very small part of this view where it appears as the northernmost development against the heathland, woodland, sea and coastline beyond. The baseline condition is more visually obvious than the proposed development which is visually recessive and where the northern parts of the site will be barely imperceptible. No further mitigation is recommended.

### **From the Purbeck Hills (Viewpoints 7b, 7c, 9 & 10)**

- 6.303. The wide panoramic view from these viewpoints will be largely unchanged. The hotel site is visible at considerable distance where it occupies a very small part of this view. It appears as a complex of white and red blocks as the northernmost development against the heathland, woodland, sea and coastline beyond. The existing hotel is more visually obvious than the proposed development, which is visually recessive creating an inherently beneficial visual effect compared with the baseline. The northern parts of the site will be more visible than from other viewpoints and the orientation of the buildings (north-south) together with the role of the central open space, will read as a significant change to the view.
- 6.304. The role of the new planting associated with the proposed buildings along the southern boundary is especially important from these southerly elevated viewpoints as it will be possible to catch an oblique view of the car park in the South-West corner with a risk that reflective windscreens may shine towards the receptors. Inherent design mitigation has addressed this risk, but it is reiterated again here that all planting at the southern end of the site should be planted as advanced nursery plants to achieve instant visual effects.

### **From the South-West Coast Path from Old Harry Rocks (Viewpoint 8)**

- 6.305. It may be possible to see activities above the tree line during the construction phase. These effects will be temporary. During the operation phase no visible effects upon receptors are predicted.

### **From the north, Knoll Beach and the South-West Coast Path (Viewpoint 11)**

- 6.306. It may be possible to see activities above the tree line during the construction phase. These effects will be temporary. During the operation phase not visible effects upon receptors are predicted.

### **Enhancement measures to provide increased benefits to visual effects upon receptors**

- 6.307. As the design develops in more detail it is recommended that the green roof of the Spa favours a native heathland plant community. The new planting associated with the proposed buildings along the southern boundary should be planted as advanced nursery plants to achieve instant visual effects.
- 6.308. Use of advanced nursery stock trees along the southern and eastern boundaries, and a 'instant' native mixed species hedge along the southern boundary to screen views of cars and reflective windscreens.

### **Reliance upon the screening effect of the existing woodland to reduce visual effects from the north and west**

- 6.309. The substantial woodland to the north and west of the application site has an important role in screening the proposed development from publicly accessible areas north and west of the application site.
- 6.310. This land is not under the ownership of the hotel and is under a lease agreement from a third party (National Trust) with an automatic renewal. The woodland which meets the site along these boundaries forms part of a large, wooded area which extends north towards Studland Heath and west towards Godlingston Heath.
- 6.311. The LVIA acknowledges that the screening effect of this woodland cannot be guaranteed in perpetuity as the land could be subject to changes in woodland management should the lease be terminated. So the question arises as to whether this woodland can be used as a form of primary mitigation.

6.312. This mixed deciduous and conifer woodland forms an important continuity with the wider woodland within the SAC. There are no breaks in the woodland cover, with the SAC boundary located within the wider woodland belt. The woodland is in good health and its role as part of the neighbouring SAC means that it is very unlikely that any substantial change to the woodland cover will occur in the future. There may be some felling and thinning through good woodland management, but felled trees will be replaced through natural regeneration and/or new planting. It seems very unlikely that there will be any appetite to clear fell areas of woodland in the foreseeable future. By contrast, the existence of a lease will protect them for the long term (alongside appropriate management), albeit this will not cover the full design life of the proposal.

6.313. For this reason the LVIA takes a position of some confidence in assessing the screening role of the woodland into the future.

### Mitigating any assessed adverse effects of the development through tree planting

6.314. The tree planting strategy, which will form part of the mitigation measures, must acknowledge the predicted effects of climate change and movements of global pathogens, favouring species which are resilient into the future.

6.315. The site is relatively sheltered allowing larger nursery-stock trees to be planting with a more immediate contribution to the landscape. Larger trees are available up to 8m high and would create an instant beneficial effect upon the landscape character. Good horticultural and forestry practice would also suggest a mix of nursery stock sizes to achieve a more natural tree cover.

### Residual Effects Assessment

6.316. Residual effects are those that are considered likely to remain after implementation of the mitigation measures set out above.

#### Residual Landscape Effects

- A change from one form of architecture another. This is assessed as a beneficial effect upon the character of the host LCA in relation to settlement pattern and the sense of remoteness/tranquillity arising from changes in built form within the site (architectural style, building material, scale/height and massing);
- A permanent and beneficial increase in the number of trees within the site;
- A permanent and beneficial change in the vegetation cover, plant associations and plant communities within the site;
- Permanent changes arising from slight alterations of the topography within the site; and

- Beneficial indirect landscape/seascape character effects on existing views and the associated sense of remoteness/tranquillity arising from distant views from the Purbeck Ridge LCA & Active Coastal Waters seascape character type (SCT) towards changes in the height/mass/architectural style/material of hotel buildings.

### **Visual Effects**

- Beneficial effects on the visual amenity of near views seen from the Ferry Road and Bridleway SE22/38 arising from changes in built character/mass/scale of the hotel buildings, tree removal on the site, and additional tree planting (within and off site);
- Beneficial effects on the visual amenity of distant, panoramic views seen from the wider landscape to the north, south-east, south/south-east, south, south/south-west and southwest arising from changes in built character/mass/scale of the hotel buildings, tree removal, and additional tree planting (within and off site).

Table 6.8: Summary of Significance of Effects - Construction

Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/C condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
<b>CONSTRUCTION PHASE</b>							
The Site	Tree felling, removal of vegetation, demolition, construction works including scaffolding and cranes, changes to site levels, construction of new buildings	Medium	High  Temporary	Local	Major  Not Adverse due to the nature of changing one form of building for another	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works (e.g. hoarding or advanced hedge planting) to be secured by design	Major  Beneficial
Purbeck Hills LCA(Host)	Change to the character of the area whilst construction works take place	High	Small  Temporary	Local	Minor to moderate  Slightly adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works (e.g. hoarding or advanced hedge	Minor to moderate  Beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects (after mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
						planting) to be secured by design	
Purbeck Ridge LCA	Change to the character of the area whilst construction works take place	High	Small  Temporary	Local	Minor to moderate  Slightly adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works (e.g. hoarding or advanced hedge planting) to be secured by design	Minor to moderate  Beneficial
Active Coastal Waters and Sandy Beach SCTs	Change to the character of the area whilst construction works take place	High	Negligible  Temporary	Local	Negligible  Not adverse	None	No change
Dorset AONB Special Qualities	Change to the character of the area whilst construction works take place	High	Medium  Temporary	Local	Major  Not adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of	Major  Beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/C condition)	Significance of Residual Effects (after mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
						construction works (e.g. hoarding or advanced hedge planting) to be secured by design	
Visual Receptors (Ferry Road)	Change to the baseline view. Visibility of the construction works	Low	Medium Temporary	Local	Minor to moderate Not adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works (e.g. hoarding or advanced hedge planting) to be secured by design	Minor to moderate Beneficial
Visual Receptors immediately south of the site	Change to the baseline view. Visibility of the construction works	High	Medium Temporary	Local	Major Not adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works (e.g. hoarding or	Major Beneficial

Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/C condition)	Significance of Residual Effects (after mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
						advanced hedge planting) to be secured by design	
Visual Receptors Godlingston Heath	Change to the baseline view. Visibility of the construction works	High	Negligible Temporary	Local	Negligible Not adverse	None	No change
Visual Receptors higher ground on Godlingston Heath and Black Down Mound	Change to the baseline view. Visibility of the construction works	High	Small Temporary		Minor to moderate Slightly adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of construction works (e.g. hoarding or advanced hedge planting) to be secured by design	Minor to moderate Beneficial
Visual Receptors Purbeck Hills	Change to the baseline view. Visibility of the construction works	High	Small Temporary		Minor to moderate Slightly adverse	Where possible provide advanced structure planting along the southern boundary. Screen low level views of	Minor to moderate Beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
						construction works (e.g. hoarding or advanced hedge planting) to be secured by design	

**Table 6.8: Summary of Significance of Effects - Operation**

Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
<b>OPERATION</b>							
The Site	Operation of the site will be similar to the baseline condition	Medium	High Permanent	Local	Major  Not Adverse due to the nature of changing one form of building for another	On-site planting, tree planting to the southern and eastern boundaries	Major  Beneficial
Purbeck Hills LCA(Host)	Change to the character for the design life of the operational phase	High	Small Permanent	Local	Minor to moderate  Slightly adverse	On-site planting, tree planting to the southern and eastern boundaries	Minor to moderate  Beneficial
Purbeck Ridge LCA	Change to the character for the design life of the operational phase	High	Small Permanent	Local	Minor to moderate  Slightly adverse	On-site planting, tree planting to the southern and eastern boundaries	Minor to moderate  Beneficial
Active Coastal Waters and Sandy Beach SCTs	Change to the character for the design life of the operational phase	High	Negligible Permanent	Local	Negligible  Not adverse	None	No change

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
Dorset AONB Special Qualities	Change to the character for the design life of the operational phase	High	Medium Permanent	Local	Major Not adverse	On-site planting, tree planting to the southern and eastern boundaries	Major Beneficial
Visual Receptors (Ferry Road)	Change from the baseline view for the design life of the operational phase	Low	Medium Permanent	Local	Minor to moderate Not adverse	On-site planting, tree planting to the southern and eastern boundaries	Minor to moderate Beneficial
Visual Receptors immediately south of the site	Change from the baseline view for the design life of the operational phase	High	Medium Permanent	Local	Major Not adverse	On-site planting, tree planting to the southern and eastern boundaries	Major Beneficial
Visual Receptors Godlingston Heath	Change from the baseline view for the design life of the operational phase	High	Negligible Permanent	Local	Negligible Not adverse	None	No change
Visual Receptors higher ground on Godlingston Heath	Change from the baseline view for the design life of	High	Small Permanent		Minor to moderate Slightly adverse	On-site planting, tree planting to the	Minor to moderate Beneficial

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Receptor / Feature affected	Likely Effect	Sensitivity of Receptor  (High, Medium, Low, Negligible)	Magnitude of change and Nature of Impact  (High, Medium, Small, Negligible) and (Permanent, Temporary)	Geographic Extent  (International, national, regional, county, borough, local)	Significance of Effect <u>before</u> mitigation  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)	Mitigation / Enhancement measures proposed  (To be secured by: Design/S106/CIL/Condition)	Significance of Residual Effects ( <u>after</u> mitigation)  (Major, Moderate, Minor) (Beneficial/Adverse/Negligible)
and Black Down Mound	the operational phase					southern and eastern boundaries	
Visual Receptors Purbeck Hills	Change from the baseline view for the design life of the operational phase	High	Small  Permanent		Minor to moderate  Slightly adverse	On-site planting, tree planting to the southern and eastern boundaries	Minor to moderate  Beneficial

### Summary

- 6.317. The assessment has considered predicted effects upon landscape character and visual receptors within the study area. The area is highly designated and popular with visitors pre-occupied with enjoyment of the scenery. Nearly all sensitivity values are high.
- 6.318. For landscape character this means assessment of the predicted effects upon the described landscape character, landscape designations and, in particular, the special qualities of the Dorset AONB.
- 6.319. The proposal involves changing one complex of buildings for another within the same site boundary. No changes are proposed to land outside the existing site which will remain as the baseline condition.
- 6.320. This revised proposal benefits from consultee feedback on an earlier 2019 application which was refused in Feb 2022. This has enabled a detailed iterative design response to the site and its surroundings resulting in a wholesale re-design for the site to reduce adverse effects which were identified as major shortcomings in the previous scheme.
- 6.321. The existing hotel complex is in poor condition and its replacement is not in question. The LVIA has considered matters of site design, architectural style, scale, massing, and materiality. In all cases it is assessed that the Proposal will provide (post construction phase) a short, medium and long term benefit to the landscape compared to the existing baseline condition.
- 6.322. Particular sensitivity to development on this site comes from its visibility from the south. 11 viewpoints were assessed from the north, south and west. Those close to the site (Ferry Road and the footpaths and bridleways immediately south of the site) will notice a moderate to large change to the view. This is assessed as beneficial compared to the baseline condition. From Godlingston Heath, especially from higher ground above Agglestone Rock and from Black Down Mound, the site is visible as a minor element within wide panoramic views. Most of the buildings are, and will continue to be, screened by woodland from westerly and south-westerly directions. The most visible part of the site is along its southern boundary. The Proposal has paid close attention to the effects upon visual receptors from these viewpoints and the site design and architecture creates important inherent design mitigation to significantly reduce the adverse effects of the baseline view. The effects upon views in Year 1 is assessed as slightly beneficial. Once the proposed vegetation, especially the trees, have established the benefits will increase over time.

- 6.323. A similar effect is assessed from high ground along the Purbeck Hills south of the site. These are more distant views where the site visually reads as a minor element with the wide panoramic landscape. Knoll House Hotel is the northernmost development visible from these viewpoints and therefore has a special significance in the view, albeit minor and with any detail not possible without magnification. The baseline view is of a random complex of white buildings with orientations drawing the eye towards flat elevations which are visually obvious in the view. The Proposal re-orientates the majority of buildings north-south so that they are visually less obvious. When combined with a recessive materials palette, a green-roofed spa building, a large central open landscape space and proposed boundary tree and hedge planting, the change to views from these locations is significantly beneficial compared with the baseline view.
- 6.324. This focus upon reducing visual effects from the south has meant that the larger and taller buildings are located at the north end of the site where they are less visible. The northern accommodation blocks will be most visible from Ferry Road where the change in architecture will be most apparent. This is not assessed as being adverse compared with the baseline view. Ridge heights are lower than the existing buildings and the proposed accommodations blocks set further back from the road. The visual receptors along Ferry Road are travelling such that views are short-lived and in the direction of travel.

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### Glossary of Technical Terms

**Cumulative effects** - The summation of effects that result from changes caused by a development in conjunction with other past, present, or reasonably foreseeable actions.

**Indirect effects** - Effects on the environment, which are not a direct result of the development but are often produced away from it or as a result of a complex pathway. Sometimes referred to as secondary impacts.

**Landscape character type** - A landscape type will have broadly similar patterns of geology, landform, soils, vegetation, land use, settlement, and field pattern discernible in maps and field survey records.

**Landscape effects** - Change in the elements, characteristics, character, and qualities of the landscape as a result of development. These effects can be negative or positive.

**Landscape character** - means the distinct and recognisable pattern of elements that occur consistently in a particular type of landscape, and how these are perceived by people. It reflects particular combinations of geology, landform, soils, vegetation, land use and human settlement. It creates the particular sense of place of different areas of the landscape.

**Landscape quality (or condition)** - is based on judgements about the physical state of the landscape, and about its intactness, from visual, functional, and ecological perspectives. It also reflects the state of repair of individual features and elements which make up the character in any one place.

**Landscape value** - is concerned with the relative value that is attached to different landscapes. In a policy context, the usual basis for recognising certain highly valued landscapes is through the application of a local or national landscape designation. Yet a landscape may be valued by communities for many different reasons without any formal designation.

**Landscape sensitivity** - The extent to which a landscape can accept change of a particular type and scale without material effects on its character.

**Magnitude** - A combination of the scale, extent, and duration of an effect.

**Mitigation** - Measures, including any process, activity, or design to avoid, reduce, remedy, or compensate for adverse landscape and visual effects of a development project.

**Receptor** - Physical landscape resource, special interest or viewer group that will experience an effect.

**Visual amenity** - The value of a particular area or view in terms of what is seen.

**Visual effect** - Change in the appearance of the landscape as a result of development. This can be positive (i.e. beneficial or an improvement) or negative (i.e. adverse or a detraction).

**Visual envelope** - Extent of potential visibility to or from a specific area or feature.

**Zone of Theoretical Visibility (ZTV)** – A computer generated model, based upon bare earth terrain data, which shows areas from where a theoretical visual connection to and from the site is possible.

**Zone of visual influence** - Area within which a proposed development may have an influence or effect on visual amenity.