

Knoll House Hotel, Ferry Road, Studland, Swanage, Dorset, BH19 3AH

Landscape and Visual Assessment (LVIA)
PLANNING ADDENDUM

July 2023

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LANDSCAPE ARCHITECTS

Introduction

This document has been prepared by Richard Sneesby Landscape Architects on behalf of Kingfisher Resorts Ltd for the site at Knoll House Hotel, Studland.

The purpose of this addendum is to provide an update to the LVIA submitted in October 2022 as part of the Environmental Statement. The October LVIA comprised:

- Chapter 6 of the Environmental Statement
- Appendix 6.2 Methodology
- Appendix 6.3 Figures and photographs
- Appendix 6.4 LVIA Viewpoints
- Appendix 6.5 Photomontage Studies

This LVIA Addendum responds to proposed architectural changes taking into account the feedback received during the review process. These are detailed in the "Knoll House DAS Addendum, July 2023" produced by AWW Architects which should be read in conjunction with this document.

The AWW DAS Addendum sets out how the scheme proposals have evolved during the planning application process and how the design team has responded to comments received. It focuses on addressing specific concerns related to light spill, material choices, reduction in storey height, impact on long distance views and the incorporation of planting on the southern boundary.

This document is supplementary to the October LVIA and describes how the architectural changes have affected the assessment of residual effects upon landscape character and visual receptors.

Since October 2022, and following a request from the AONB Unit and the council's Landscape Officer, a detailed landscape masterplan has been submitted to provide further information and detail on the proposed landscape treatments within the site. No further reporting on this is included in this document.

Assessment of residual effects upon visual receptors following architectural changes since October 2022

Collaborative work between the architectural and landscape consultants has resulted in a set of revised and updated photomontage views which are included in this report.

The most significant change to the October submission is the reduction in height of the northern accommodation block from a ridge height of 36.8m AOD to 34.3m AOD - an overall reduction of 2.5m. This is now very close to the existing building which has ridge heights varying between 32.8m AOD and 34.6m AOD and is now comparable with the baseline ridge height.

The site has been re-modelled and imported into the key LVIA views as photomontage updates. The viewpoints included are:

- VP5B View from Black Down Mound. Footpath SE22/17 south-west of Knoll House Hotel
- VP6 View from Bridleway SE22/24, high point above Addlestone Rock south-west of Knoll House Hotel
- VP7B View from Bridleway SE22/12 Studland Hill
- VP8 View from the South-West Coast Path, Old Harry Rocks, Handfast Point - Bridleway SE22/9
- VP9 View from near the obelisk western end of Ballard Down SE22/14
- VP11B View from the sand dunes west of litter bins on Knoll Beach, adjacent to Footpath SE22/1, part of the SW Coast Path

Since the October 2022 submission the view from VP11B has been discussed and interrogated in detail in conjunction with the LPA. This concluded that Knoll House Hotel was indistinct from this viewpoint.

Effect upon visual receptors

From all viewpoints, the assessments carried out in October 2022 remain as reported at the time. The reduction in height of the northern accommodation block is beneficial in LVIA terms, but because the visual receptors at these key viewpoints are at a distance in excess of 750m, it is unlikely that the change from the October proposal to the current one will be noticed in any significant way. The October LVIA concluded that, in comparison to the baseline condition, the proposed development will result in an overall beneficial change to the visibility of Knoll House Hotel from the surrounding area. This conclusion remains unchanged.

The AWW DAS Addendum also illustrates alterations to the views from Ferry Road since October 2022. These are a positive change to the effect upon visual receptors with the lower ridge height now being hidden behind the buildings which front onto Ferry Road. While the changes are beneficial, the LVIA assessment remains as reported in October 2022.

LVIA Viewpoint Images: Viewing distance and image enlargement

Feedback from the October 2022 submission queried the methodology of the LVIA photographs.

The Landscape Institute Technical Note (LI TGN 06-19) covers the appropriate method of visual representation appropriate to the development proposals.

Anyone reviewing the images, especially the submitted photomontage views of the proposed development, will benefit from high quality and high-resolution images which can be interrogated as closely to a real view as possible. High resolution images have been made available since the original planning submission in October 2022 and will be submitted separately for this updated submission.

At Knoll House all photographs were taken with a full frame Canon 6D DSLR with a fixed 50mm prime lens and a 39.6° Horizontal Field of View (HFOV). Each individual frame image printed at A3 and held at arm's length will result in the scale of the viewed image being smaller than reality.

A 'mathematically correct' image is established for a 50mm FL approximately 39.6° HFOV image, printed at a size of 390mm x 260mm on an A3 sheet, and held at 542mm from the eye. This 'monocular view' represents a reference point of 100% in this guidance note, against which enlargements, such as 150%, can be described.

“As a result of research in Scotland over the last decade (see Section 5 - Further Reading of the Technical Note) there is a consensus that increasing the printed image size by 150% (as if a 75mm FL lens had been used) provides a better impression of scale for most viewers using two eyes (binocular vision). This is particularly appropriate for projects such as windfarms, whether viewed on a desktop or on site.

For expansive views, such as those used to illustrate proposals within a wider landscape context of Studland, multiple single frame views have been stitched together into panoramas without loss of resolution. This is proportionate to Image Type 3 in the Technical Note which describes the aim of the image *“To represent appearance, context, form and extent of the development”*, but not produced as a verifiable view.

However, importing these panoramas into an A3 planning report and submitting as a compressed PDF file for uploading onto the planning portal, further alters the scale of the viewed image as well as a reduction in resolution from the original image. The recommendation is to enlarge the view to 150% or as close as possible or within reasonable publishing abilities of most viewers.

“An A3 (50mm FL, 39.6° HFOV) sheet, when printed at A2 size, is enlarged by 141%. This provides a basic way to create a printed page with improved image scaling, simply by printing an A3 figure, enlarged to fill an A2 sized sheet. This will, however, result in some loss of resolution compared to an image which is created to be placed in an A2 sheet at full resolution. (It should not, therefore, be used in the more rigorous context of Visualisation Type 4)” - not relevant in the case of the submitted photomontage views.

It is therefore recommended that those reviewing the photographs print at A2 to achieve a view close to reality. This is best done using high resolution images. A2 printed images can be provided if required.

The reliance upon the existing woodland to reduce visual effects upon receptors from the north and west

Sections 6.288 – 6.292 within the ES (LVIA Chapter) discussed the role of the existing woodland as inherent mitigation and its screening effect when viewed from the north and west. The LPA queried the reliability of the woodland as screening in the medium and long-term as it falls outside the hotel land holding.

A long-term management agreement has been put in place to ensure that the woodland remains in perpetuity and therefore the LVIA has confidence that the screening effect of the woodland will remain for the life-span of the development.

Effects upon landscape character

The effects upon landscape character remain as reported in October 2022

Queries regarding under-reporting within the LVIA

The Landscape Officer has commented upon an error in the assessment of the effect upon visual receptors from Viewpoint 1. *“The sensitivity of visual receptors is recorded mainly as High in all viewpoints except motorist on Ferry Road VP1- which is scored as Low. Yet p22 of Appendix 6.2 LVIA Methodology states- The users of local roads will have a Medium sensitivity. In addition, Ferry Road is also a bridleway, P23 Appendix 6.2 states- Those whose main preoccupation is the enjoyment of scenery (High sensitivity) Recreational walkers and equestrians (High sensitivity). Cyclists (High-Medium sensitivity). Given the use and value placed on this route for appreciation of the view, including views of the World Heritage Coast and using the applicants own methodology I consider the sensitivity to be at least high. I note the methodology does not explain what Very High sensitivity would be despite this being categorised within Table 6.2.9. A high receptor sensitivity with moderate magnitude of change would result in a Moderate or large significance of effect”.*

It is acknowledged that the motorists, along Ferry Road, will have a higher sensitivity than the general description of ‘low’ sensitivity for most road users. This is because they are likely to be travelling for pleasure and enjoyment of the scenery. It is further acknowledged that the bridleway designation for this section of Ferry Road – an error in the original LVIA - will mean that recreational walkers, equestrians, and cyclists will fall into the sensitivity class of High to Medium. The moderate magnitude of change, and High sensitivity of the receptor will result in a Moderate or Large significance of effect from Viewpoint 1. The detailed description of the effect of the architectural proposals and their effect upon landscape character within the LVIA remain as reported and it is concluded that the overall effect upon Ferry Road will be ‘not adverse’.

Both the Landscape Officer and AONB Unit “share concerns regarding some contentious findings within the LVIA. I (the landscape officer) consider that there is a level of under reporting of the landscape and visual effects and their significance and outline the following as example of concern regarding the findings”.

It must be acknowledged that the majority of the viewpoints are at distance (over 750m) and that more distant views are from locations where Knoll House Hotel appears as a small element within a wider panoramic view. It should further be acknowledged that the proposed scheme appears less apparent within these longer-distance than the baseline condition (see photomontage views). The LVIA assessments of significance are based upon the appearance of the application site within these wider views. It should be further acknowledged that, apart from the locations illustrated from the representative viewpoints, views towards Knoll House Hotel are relatively hard to find.

Very high ratings are for large developments of national significance – for example a large wind farm, solar farm or power station. In the case of Knoll House Hotel, the proposals replace one form of development with another within the same site boundary. In non-designated landscapes the sensitivity would be Medium. The AONB designation elevates this to High. Comments upon the scale and massing of the proposed development have been addressed in the updated AWW DAS Addendum which includes detailed analysis of the current amended proposal which reduces the height of the development from 4 to 3 storeys.

LVIA VIEWPOINTS AND PHOTOMONTAGE VIEWS
Update to the October 2022 submission

Viewpoint (Baseline panorama or photograph)	Location	Distance to development (nearest point) from receptor viewpoint (m)	Baseline view characteristics	Receptor type and Sensitivity (to proposed development)	Visual changes resulting from the proposed development and recommended mitigation	Visual assessment Construction phase day and night	Visual assessment Operational phase day and night	Significance of Residual Effects
5b	Black Down Mound. Footpath SE22/17 south-west of Knoll House Hotel SZ 02527 82482	800m	Winter View (taken 2018) & Summer View (2022) View looking NE from Black Down Mound. The hotel is partially visible as a minor element, set amongst trees within the wide panoramic view. 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.	Receptors: Footpath users Sensitivity: High (Footpath users/Visitors)	Changes to the view are illustrated in the CGI image in Appendix 6.5. It will be possible to see activities above the tree line during the construction phase. These effects will be temporary. 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. 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.	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (slightly adverse) Temporary Not significant	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (Beneficial)	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (Beneficial)

UPDATE: July 2022

The LVIA assessment submitted in October 2022 assessed an overall significance of effect upon visual receptors as **Moderate to Large (Beneficial)**. Removing the upper floor of the northern accommodation block (Refer AWW Planning Addendum July 2023) will have a further minor beneficial effect upon receptors from Footpath SE22/17. This is illustrated in the July 2023 photomontage view. **The overall assessment remains as Moderate to Large (Beneficial)**



Baseline View

Viewpoint 5b: Black Down Mound. Footpath SE22/17 south-west of Knoll House Hotel
Distance to proposal: 800m to proposed development site boundary
Grid Reference SZ 02527 82482

Viewpoint 5b - Baseline Condition



Photomontage by AWW Architects

Viewpoint 5b: Black Down Mound. Footpath SE22/17 south-west of Knoll House Hotel
Distance to proposal: 800m to proposed development site boundary
Grid Reference SZ 02527 82482

Viewpoint 5b - Proposed



Photomontage by AWW Architects: UPDATE JULY 2023

Viewing distance: 500mm
Paper size: 420mm x 297mm
Printed image size: 360mm x 240mm

Camera and lens: Canon 5Dii/50mm
Camera height: 1.6m
Horizontal FoV: 39.7°

Date and time: 29 November 2017, 12:40
Grid reference: 402532 082495
Dist./direction: 890m to the south-west

LVIA October 2022 Assessment

Viewpoint (Baseline panorama or photograph)	Location	Distance to development (nearest point) from receptor viewpoint (m)	Baseline view characteristics	Receptor type and Sensitivity (to proposed development)	Visual changes resulting from the proposed development and recommended mitigation	Visual assessment Construction phase day and night	Visual assessment Operational phase day and night	Significance of Residual Effects
6	View from Bridleway SE22/24, high point above Addlestone Rock south-west of Knoll House Hotel SZ 02182 82619	887m	<p>Winter View (taken 2018) & Summer View (2022)</p> <p>A similar view to VP4 but taken from the highest point above 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.</p> <p>The roofs of the north end of the hotel complex are partially visible as a minor element, set amongst trees within the wide panoramic view.</p> <p>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.</p>	<p>Receptors: Footpath users</p> <p>Sensitivity: High (Footpath users)</p>	<p>Changes to the view are illustrated in the CGI image in Appendix 6.5.</p> <p>A similar view to VP5b. Description of the effects upon visual receptors and recommendations to reduce these effects is similar to that description.</p> <p>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.</p>	<p>Receptor sensitivity: High</p> <p>Magnitude: Moderate</p> <p>Significance category: Moderate to Large (slightly adverse)</p> <p>Temporary</p> <p>Not significant</p>	<p>Receptor sensitivity: High</p> <p>Magnitude: Moderate</p> <p>Significance category: Moderate to Large (Beneficial)</p>	<p>Receptor sensitivity: High</p> <p>Magnitude: Moderate</p> <p>Significance category: Moderate to Large (Beneficial)</p>

UPDATE: July 2022

The LVIA assessment submitted in October 2022 assessed an overall significance of effect upon visual receptors as **Moderate to Large (Beneficial)**. Removing the upper floor of the northern accommodation block (Refer AWW Planning Addendum July 2023) will have a further minor beneficial effect upon receptors from Footpath SE22/24. This is illustrated in the July 2023 photomontage view. **The overall assessment remains as Moderate to Large (Beneficial)**



Baseline View

Viewpoint 6: View from Bridleway SE22/24, high point above Addlestone Rock south-west of Knoll House Hotel
Distance to proposal: 887m to proposed development site boundary
Grid Reference SZ 02182 82619

Viewpoint 6 - Baseline Condition



Photomontage by AWW Architects

Viewpoint 6: View from Bridleway SE22/24, high point above Addlestone Rock south-west of Knoll House Hotel
Distance to proposal: 887m to proposed development site boundary
Grid Reference SZ 02182 82619

Viewpoint 6 - Proposed



Photomontage by AWW Architects: UPDATE JULY 2023

Viewing distance: 500mm
Paper size: 420mm x 297mm
Printed image size: 360mm x 240mm

Camera and lens: Canon 5Dii/50mm
Camera height: 1.6m
Horizontal FoV: 39.7°

Date and time: 29 November 2017, 13:10
Grid reference: 402208 082655
Dist./direction: 1.0km to the south-west

LVIA October 2022 Assessment

Viewpoint (Baseline panorama or photograph)	Location	Distance to development (nearest point) from receptor viewpoint (m)	Baseline view characteristics	Receptor type and Sensitivity (to proposed development)	Visual changes resulting from the proposed development and recommended mitigation	Visual assessment Construction phase day and night	Visual assessment Operational phase day and night	Significance of Residual Effects
7b	View from Bridleway SE22/12 Studland Hill SZ 04386 81347	2268m	Winter View (taken 2018) 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.	Receptors: Footpath users Sensitivity: High (Footpath users/Visitors)	Changes to the view are illustrated in the CGI image in Appendix 6.5. 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. 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. 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.	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (slightly adverse) Temporary Not significant	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (Beneficial)	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (Beneficial)

UPDATE: July 2022

The LVIA assessment submitted in October 2022 assessed an overall significance of effect upon visual receptors as **Moderate to Large (Beneficial)**. Removing the upper floor of the northern accommodation block (Refer AWW Planning Addendum July 2023) will have a further minor beneficial effect upon receptors from Footpath SE22/17. This is illustrated in the July 2023 photomontage view. **The overall assessment remains as Moderate to Large (Beneficial)**



Baseline View

Photo: Landscape Visual Ltd

Existing view: this image provides landscape and visual context only

Viewpoint 7b - Baseline Condition



Photomontage by AWW Architects

Photo: Landscape Visual Ltd

Existing view: this image provides landscape and visual context only

Viewpoint 7b - Proposed

Viewpoint 7b: View from Bridleway SE22/12 Studland Hill
Distance to proposal: 2268m to proposed development site boundary
Grid Reference SZ 04386 81347



Photomontage by AWW Architects

Photo: Landscape Visual Ltd
Existing view: this image provides landscape and visual context only

Viewpoint 7b - Proposed October 2022



Photomontage by AWW Architects: UPDATE JULY 2023

Photo: Landscape Visual Ltd
Existing view: this image provides landscape and visual context only

Viewpoint 7b:	View from Bridleway SE22/12 Studland Hill
Distance to proposal:	2268m to proposed development site boundary
Grid Reference	SZ 04386 81347

Viewpoint (Baseline panorama or photograph)	Location	Distance to development (nearest point) from receptor viewpoint (m)	Baseline view characteristics	Receptor type and Sensitivity (to proposed development)	Visual changes resulting from the proposed development and recommended mitigation	Visual assessment Construction phase day and night	Visual assessment Operational phase day and night	Significance of Residual Effects
8	South West Coast Path, Old Harry Rocks, Handfast Point - Bridleway SE22/9 SZ 05433 82469	2400m	Winter View (taken 2018) View looking NW from the SWCP close to Old Harry Rocks, a local beauty spot. 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.	Receptors: Footpath users Sensitivity: High (Footpath users)	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.	Receptor sensitivity: High Magnitude: Minor to Negligible Significance category: Slight Temporary Not significant	Receptor sensitivity: High Magnitude: Minor to Negligible Significance category: Slight (Not adverse)	Receptor sensitivity: High Magnitude: Minor to Negligible Significance category: Slight (Not adverse)

UPDATE: July 2022

The LVIA assessment submitted in October 2022 assessed an overall significance of effect upon visual receptors as **Slight (Not adverse)**. Removing the upper floor of the northern accommodation block (Refer AWW Planning Addendum July 2023) will have a negligible beneficial effect upon receptors from Footpath SE22/9. This is illustrated in the July 2023 photomontage view. **The overall assessment remains as Slight (Not adverse)**.



Baseline View

Photo: Landscape Visual Ltd

Existing view: this image provides landscape and visual context only

Viewpoint 8 - Baseline Condition



Photomontage by AWW Architects

Photo: Landscape Visual Ltd

Existing view: this image provides landscape and visual context only

Viewpoint 8:

Viewpoint 8: South-West Coast Path, Old Harry Rocks, Handfast Point - Bridleway SE22/9

Distance to proposal:
Grid Reference

2400m to proposed development site boundary
SZ 05433 82469

Viewpoint 8 - Proposed



Photomontage by AWW Architects

Photo: Landscape Visual Ltd

Existing view; this image provides landscape and visual context only

Viewpoint 8 - Proposed October 2022



Photomontage by AWW Architects: UPDATE JULY 2023

Photo: Landscape Visual Ltd

Existing view; this image provides landscape and visual context only

Viewpoint 8:	Viewpoint 8: South-West Coast Path, Old Harry Rocks, Handfast Point - Bridleway SE22/9
Distance to proposal:	2400m to proposed development site boundary
Grid Reference	SZ 05433 82469

Viewpoint (Baseline panorama or photograph)	Location	Distance to development (nearest point) from receptor viewpoint (m)	Baseline view characteristics	Receptor type and Sensitivity (to proposed development)	Visual changes resulting from the proposed development and recommended mitigation	Visual assessment Construction phase day and night	Visual assessment Operational phase day and night	Significance of Residual Effects
9 and 10	Near the obelisk western end of Ballard Down SE22/14 SZ 02525 81253	2024m	Winter View (taken 2018) & Summer View (2022) A similar view to VP7c but from slightly higher elevation and looking NNE. From the obelisk a similar view is possible. 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.	Receptors: Footpath users Sensitivity: High (Footpath users)	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.	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (slightly adverse) Temporary Not significant	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (Beneficial)	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (Beneficial)

UPDATE: July 2022

The LVIA assessment submitted in October 2022 assessed an overall significance of effect upon visual receptors as **Moderate to Large (Beneficial)**. Removing the upper floor of the northern accommodation block (Refer AWW Planning Addendum July 2023) will have a further minor beneficial effect upon receptors from Footpath SE22/14. This is illustrated in the July 2023 photomontage view. **The overall assessment remains as Moderate to Large (Beneficial)**



Baseline View

Viewpoint 9:

Viewpoint 8: South-West Coast Path, Old Harry Rocks, Handfast Point -
Bridleway SE22/9

Distance to proposal:

2400m to proposed development site boundary

Grid Reference

SZ 05433 82469

Viewpoint 9 - Baseline View



Photomontage by AWW Architects

Viewpoint 9:

Viewpoint 8: South-West Coast Path, Old Harry Rocks, Handfast Point -
Bridleway SE22/9

Distance to proposal:

2400m to proposed development site boundary

Grid Reference

SZ 05433 82469

Viewpoint 9 - Proposed



Photomontage by AWW Architects: UPDATE JULY 2023

Viewing distance: 500mm
Paper size: 420mm x 297mm
Printed image size: 360mm x 240mm

Camera and lens: Canon 5Dii/50mm
Camera height: 1.6m
Horizontal FoV: 39.7°

Date and time: 8 March 2018, 11:00
Grid reference: 402332 81297
Dist./direction: 2.04km to the south

LVIA October 2022 Assessment

Viewpoint (Baseline panorama or photograph)	Location	Distance to development (nearest point) from receptor viewpoint (m)	Baseline view characteristics	Receptor type and Sensitivity (to proposed development)	Visual changes resulting from the proposed development and recommended mitigation	Visual assessment Construction phase day and night	Visual assessment Operational phase day and night	Significance of Residual Effects
11b	Sand dunes west of litter bins on Knoll Beach, adjacent to Footpath SE22/1, part of the SW Coast Path SZ 03504 84336	1000m	Winter View (taken 2018) View looking south from Knoll Beach. The view is dominated by the heathland, sky and sea with the Purbeck Hills in the background. The hotel is not visible from this viewpoint.	Receptors: Visitors/open access land Sensitivity: High	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.	Receptor sensitivity: High Magnitude: Negligible Significance category: Slight (Not adverse) Temporary Not significant	Receptor sensitivity: High Magnitude: Negligible Significance category: Slight (Not adverse)	Significance category: Slight (Not adverse)

UPDATE: July 2022

The LVIA assessment submitted in October 2022 assessed an overall significance of effect upon visual receptors as **Slight (Not adverse)**. Since October 2022 further interrogation of the view from Knoll Beach has been carried out in conjunction with Dorset Council. This reveals that the hotel cannot be seen with any clarity from this viewpoint. The proposed addendum with a reduction in height of the norther accommodation block will not alter the view. **The assessment is now updated to Negligible with no apparent change to the view.**



Baseline View

Photo: Landscape Visual Ltd

Existing view: this image provides landscape and visual context only

Viewpoint 11b - Baseline Condition



Photomontage by AWW Architects

Photo: Landscape Visual Ltd

Existing view: this image provides landscape and visual context only

Viewpoint 11b - Proposed

Viewpoint 11b: Viewpoint 11b: Sand dunes west of litter bins on Knoll Beach, adjacent to Footpath SE22/1, part of the SW Coast Path

Distance to proposal: 1000m to proposed development site boundary

Grid Reference SZ 03504 84336



Viewpoint 11b - Proposed October 2022



Viewpoint 11b:	Viewpoint 11b: Sand dunes west of litter bins on Knoll Beach, adjacent to Footpath SE22/1, part of the SW Coast Path
Distance to proposal:	1000m to proposed development site boundary
Grid Reference	SZ 03504 84336