

1<sup>st</sup> November 2022



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(Via email)

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Dear Sir/ Madam,

**Re: Knoll House Hotel, Ferry Road, Studland – Submission of Full Planning Application for the Redevelopment of an Existing Hotel to Provide New Tourist Accommodation Including: 30 Hotel Bedrooms, Apartment and Villa Accommodation and Associated Leisure and Dining Facilities.**

We are pleased to enclose a full planning application pack for the redevelopment of Knoll House Hotel, Ferry Road, Studland.

In response to the Council's feedback and refusal of planning application (ref: 6/2018/0566), the applicant (Kingfisher Resorts Studland Ltd) has appointed a new architectural and consultant team and developed a fresh design response to this site. The key features of the new proposal are summarised below and in further detail within the accompanying Design and Access Statement and Planning Statement.

A new Environmental Statement has been prepared including updated assessments and associated package of mitigations and enhancements has now been updated and summarised in an Environmental Statement (ES) Addendum report now submitted.

In relation to previous feedback received from the Dorset AONB board, it is the applicant's contention that the redevelopment proposals do not constitute a form of major development given that the plans are for the replacement of an existing tourism facility, utilising a previously developed site. Whilst the proposal includes additional floorspace when compared to the existing hotel, it is of a comparable scale in terms of its use and does not constitute a wholesale change in scale sufficient to identify it as major development, in a NPPF paragraph 177 (and footnote 60) context.

The following provides a summary of key aspects of the scheme that will deliver an overwhelming enhancement of the site.

**Design and Layout:**

- The revised schemes design follows a landscape-led approach to deliver 30 hotel bedrooms, 22 apartment units and 26 garden villas.
- The proposed development will also deliver a number of leisure facilities by way of an indoor/ outdoor pool and spa complex, fitness studio, café/juice bar and fine dining restaurant.
- The landscape-led approach to this revised scheme delivers an integrated form and layout than what is currently existing, designed to harmoniously integrated the site with the surrounding landscape. Low site coverage and the use of primary landscape mitigation are just some of the proposed features of this new approach.

- The revised scheme principally incorporates sustainability into its fresh approach, the use of the 'fabric-first' concept represents the clear aspiration to deliver a sustainably-led development.

**Landscaping:**

- The revised scheme has been designed in such a way to respond to the surrounding landscape character.
- An integral part of the proposals landscaping strategy is the use of a concentric ring structure, which has been designed through continued dialogue with key stakeholders.
- The use of this structure shall sensitively integrate the site with its immediate and wider surroundings, more details of how this will be achieved can be found in the accompanying Design and Access Statement prepared by AWW.

**Ecology:**

- Ecological enhancements are a proposed additional benefit of the scheme. More information surrounding this is set out in the Ecological Enhancement Plan, prepared by Ecology Solutions.
- A Woodland Management Plan has been prepared and associated measures proposed to implement preservation measures to enhance long term management of adjacent woodland.
- A designated dog walking area has been proposed to reduce risk of effects on designated sites.
- A package of stewardship enhancement measures proposed including risk reduction measures and measures to increase staff and guests' knowledge and awareness of surrounding sensitive environments.

**Drainage:**

- The application is accompanied by a detailed Flood Risk Assessment and Drainage Strategy prepared by Patrick Parsons.

**Parking and Access:**

- The existing access off Ferry Road is to be retained and will be used by visitors and deliver vehicles.
- Servicing will be carried out entirely within the site boundary. A swept path analysis has been conducted demonstrating all service vehicles that visit the site and have been included in the appendices of the submitted Transport Statement prepared by Exigo.
- The quantum of parking on site shall be slightly reduced from what is currently provided. However, due to the reduction in the on-site occupation capacity proposed, the number of available parking spaces shall be proportionately greater than what is currently existing.
- A staff electric shuttle bus is proposed, the details of which are set out in the Framework Travel Plan and Transport Statement.

**Socio-economic:**

- Package of enhancement measures proposed to maximise and secure wider benefits for local community and local economy. Chapter 5 of the submitted Environmental Statement outlines this in further detail.

The revised proposal shall result in a reduction in scale of both built form and capacity. Its fresh approach will deliver a high-quality leisure and tourist resort that is sensitively integrated within the surrounding landscape character. It will deliver a range of social and economic benefits to the locality, whilst additionally enhancing the variety and quality of accommodation and amenities available on site.

The following table provides a summary of the documents and plans that have been submitted with this planning application.

**Summary Table of Submitted Plans and Documents:**

<b>Planning Application Documents:</b>	<b>Prepared By:</b>	<b>Revision/ Date:</b>
Planning Statement	Black Box Planning	Rev/ 03 October 2022
Statement of Community Involvement	Liz Lean Public Relations	Rev 04/ October 2022
Design and Access Statement	AWW	Rev 02/ October 2022
Architectural Plans Pack (see Document Submission List/ Drawing Issue Sheet)	AWW	October 2022
Flood Risk Assessment and Drainage Strategy	Patrick Parsons	Rev 02/ October 2022
Transport Statement and Framework Travel Plan	Exigo	Rev 02/ October 2022
Arboricultural Impact Assessment incl. Tree Survey	Focus Ecology	Rev 05/ October 2022
Arboricultural Method Statement incl. Demotion Tree Protection Plan	Focus Ecology	October 2022
Energy Statement	Spoormaker & Partners UK	Rev 04/ October 2022
Operations Report	Black Box Planning	Rev 02/ October 2022
Geotechnical Study	Arup	Rev 01/ March 2018
Heritage Statement	EDP	May 2018
Woodland Management Plan	Focus Ecology	August 2019

<b>Environmental Statement</b>		
Environmental Statement – Non-Technical Summary	Black Box Planning	November 2022
Environmental Statement – Main Text Introductory Chapters 1 to 4	Black Box Planning	November 2022
Environmental Statement – Main text Chapter 5 Socioeconomic Effects	Black Box Planning	November 2022
Appendix 5.1 Staff Development Strategy	Kingfisher Resorts Studland Ltd	November 2022
Environmental Statement – Main text Chapter 6 Landscape and Visual Effects	Richard Sneesby Landscape Architects	November 2022
Appendix 6.2 Methodology	Richard Sneesby Landscape Architects	November 2022
Appendix 6.3 Figures and Photographs	Richard Sneesby Landscape Architects	November 2022
Appendix 6.4 Viewpoints	Richard Sneesby Landscape Architects	November 2022
Appendix 6.5 Photomontage Studies	Richard Sneesby Landscape Architects	November 2022
Environmental Statement – Main text Chapter 7 Ecology	Ecology Solutions	November 2022
Appendix 7.1 Technical Appendix to Chapter 7 Ecology	Ecology Solutions	November 2022
Appendix 7.2 Shadow Habitat Regulations Assessment	Ecology Solutions	November 2022
Environmental Statement – Main text Chapter 8 Summary of Effects	Black Box Planning	November 2022

**Planning Obligations**

At this stage it is not anticipated that any planning obligations will be required. The application will continue engage with the Local Planning Authority and other stakeholders during the course of the planning application determination.

I trust that this submission contains all the necessary information that you require for determination. We would of course be pleased to assist with any queries that may arise. If you have any further questions, please do not hesitate to contact me.

Yours faithfully,



**Ben Read MRTPI**  
Director