

A

W

Document reference: 4561-AWW-ZZ-ZZ-RP-A
Knoll House - DAS ADDENDUM - JULY 2023

W

1.0 Introduction

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

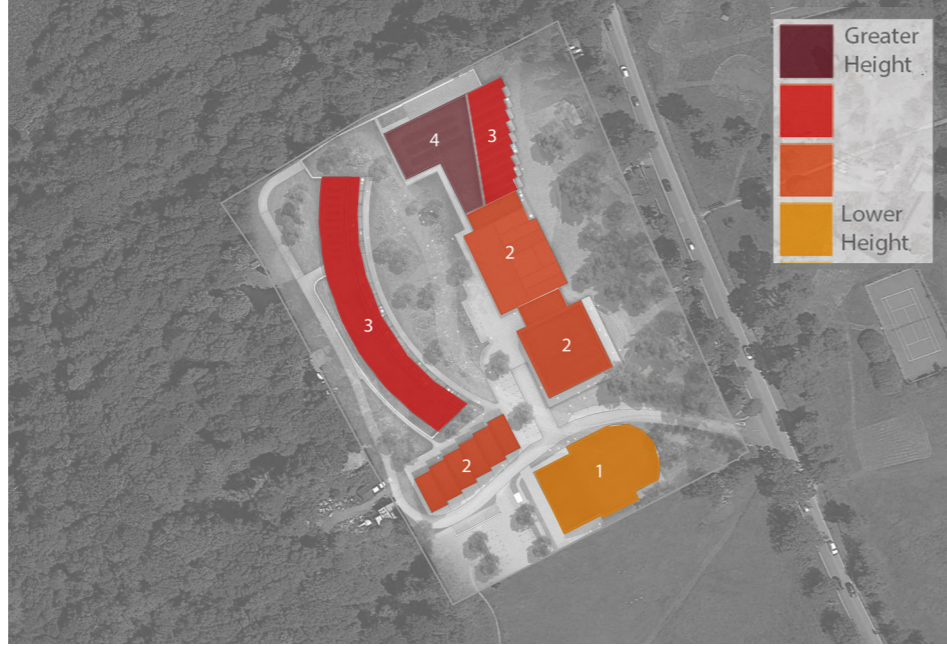
The purpose of this addendum is to provide an updated proposal that takes into account the feedback received during the review process. By addressing these concerns, we aim to ensure that our project aligns with the stakeholders expectations while meeting our project objectives.

This document 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.

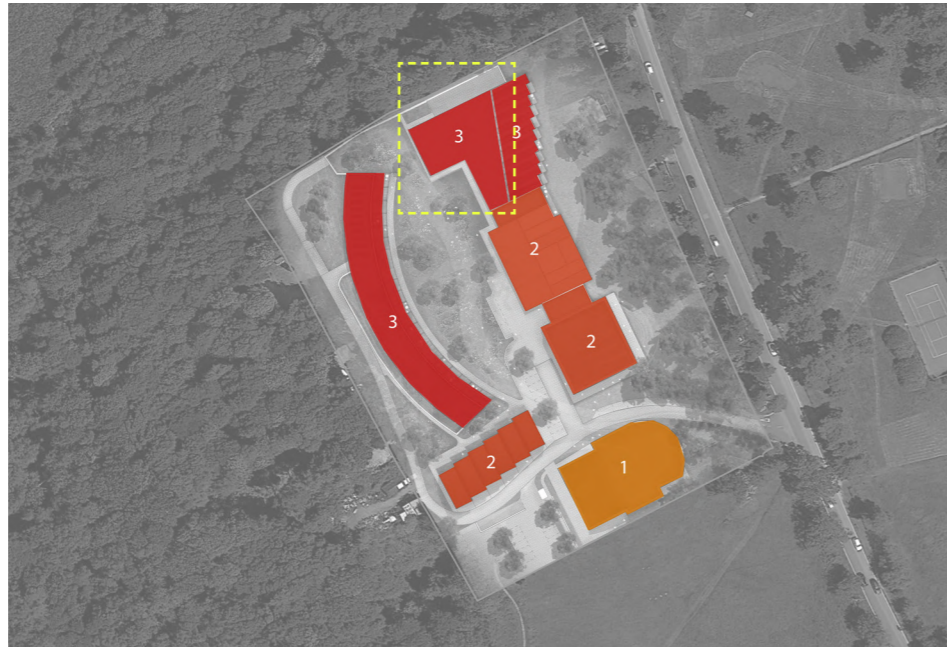
Attached to this planning addendum includes detailed plans, renderings, and documentation that support our proposed amendments.



2.0 Scale & Massing



Massing diagram October submission



Revised massing diagram July addendum

Following a comprehensive evaluation of feedback received, it was decided to reduce the overall height of the development. This adjustment demonstrates our commitment to respecting the existing scale and character of the locality, while still achieving project objectives.

The site levels and building heights existing at each boundary of the site have been reviewed. This has resulted in a reduction in building height to the apartments situated at the north of the site from 4 storeys to 3 storeys.

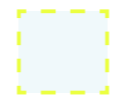
The building design initially exhibited a level of respect towards its surroundings however, taking steps to reduce the height will further enhance this aspect. Reducing the height of a building by one storey in an Area of Outstanding Natural Beauty (AONB) will have benefits for both the natural environment and wider

surrounding area. The following advantages will be obtained:

Landscape Preservation: Lowering the building height will further restrict the extent to which the hotel will be visible within the locality, including from distant views, enabling it to be assimilated into the landscape.

This contributes to the overall aesthetic appeal and enhances the sense of natural beauty in the area. By reducing the building height, the visual impact on the surrounding landscape is minimised. The structure becomes less prominent, blending more harmoniously the built environment with the natural surroundings.

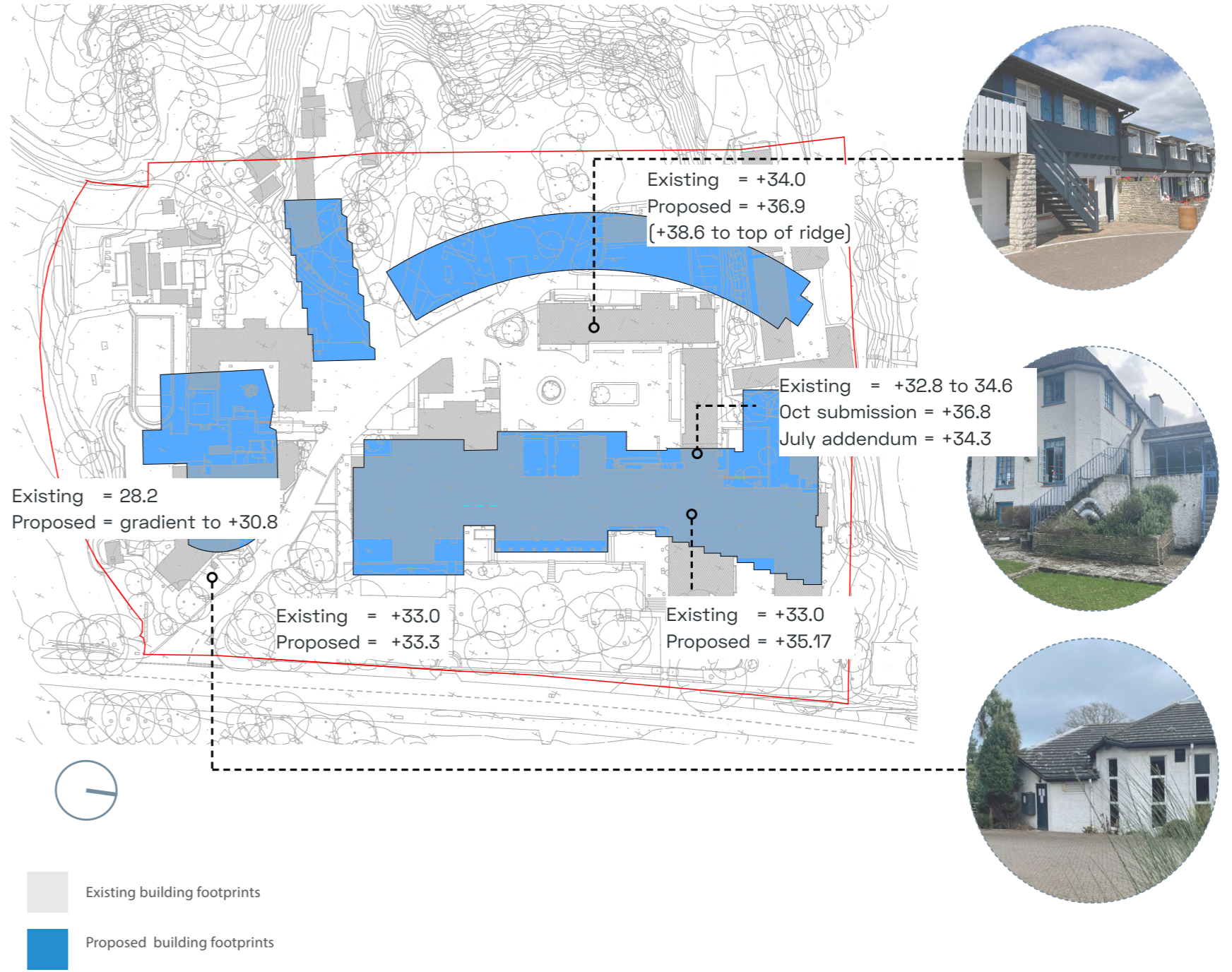
This issue, in assessment terms is considered further in the accompanying LVIA Addendum.

 = Massing removed in revised proposal

2.0 Scale & Massing

The image to the right shows the proposed footprint overlaid on the existing footprint and also demonstrates the existing heights and proposed heights for comparison.

With regards the development, the massing is very similar in scale to the existing building and is not a significant departure from the baseline condition.



Overlay - Existing and Proposed Building Footprint Comparison

2.1 Eye level views

The topography varies significantly across the site Therefore it was important to produce a series of drawings to observe these changes. The images produced included;

- True elevations
- Realistic eye level views

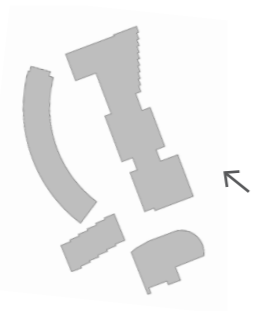
Images at eye level provide a more realistic impression of how the development will be perceived.

These include:


- 3d rendered elevations
- Computer generated images
- Before and after viewpoints along Ferry Road

Modelling along Ferry Road was essential as part of the review of the proposals. This modelling was conducted at several stages of the project, allowing the design team to review consideration of the impact of the proposal on close and long views. A series of photo-montages was created to assess key views. Key views from Ferry Road have now been revisited to investigate and demonstrate the reduction in height.

The images on the following pages indicate a further reduction in visibility at eye level for all viewpoints. To the right are comparative 'October submission' computer generated image and revised submission image taken from Ferry Road.



Approximate view location

 = Massing removed in revised proposal



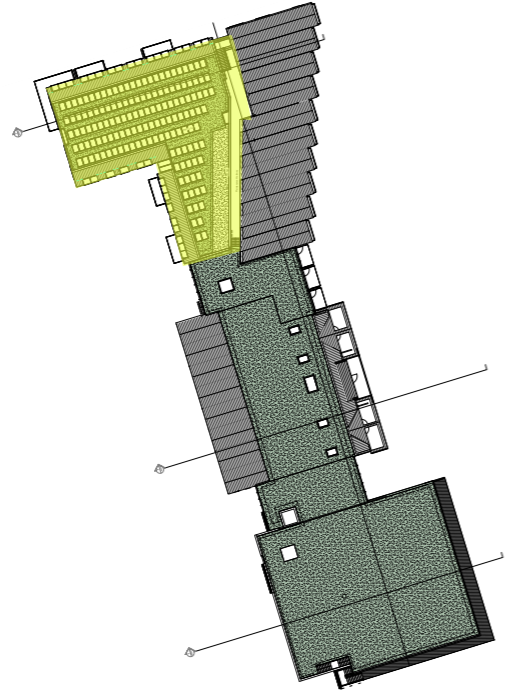
October submission - 3d visual of proposed east elevation (note x2 foreground trees will be retained but are shown outlined in black on the above image)



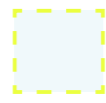
July addendum - 3d visual of proposed east elevation (note x2 foreground trees will be retained but are shown outlined in black on the above image)

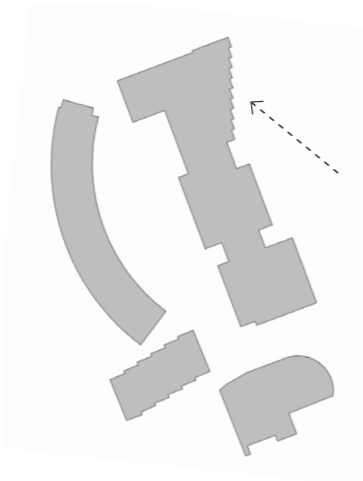
2.1 Eye level views

The images to the right are a comparative existing, previous submission and revised submission photo-montages depicting the decreased height by one storey to the north of Ferry Road.



Plan showing location of reduction in height (yellow)

 = Massing removed in revised proposal



Key Plan



Existing Ferry Road Photo-montage



October submission Ferry Road Photo-montage



July addendum Ferry Road Photo-montage