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Knoll House - Design and Access Statement  
Revision: PLANNING ISSUE 02

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# Records

## Issue and approval schedule

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Approved by:	Mark Alkerstone	October 22

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03						
04						

# Contents

1.0 Introduction.....	1	8.2 Landscaping Concept .....	61
1.1 Introduction.....	2	8.3 Outer Circle.....	62
2.0 The Site.....	3	8.4 Outer Circle.....	63
2.1 Site - Overview.....	4	8.5 Band Two .....	64
2.2 Site - Location .....	5	8.6 Band Two .....	65
2.3 Site - Location.....	6	8.7 Band Three .....	66
2.4 Site - Key Views .....	7	8.8 Inner Circle.....	67
2.5 Surrounding Area.....	8	8.9 Tree Planting .....	68
2.6 Existing Connections.....	9	8.10 Tree Planting .....	69
2.7 Site - Existing Massing .....	10	8.11 Flora & Fauna.....	70
2.8 Site - Photos.....	11	8.12 Flora & Fauna .....	71
2.9 Site - Coverage .....	12	8.13 Biodiversity .....	72
2.10 Existing sections .....	13	8.14 Landscaping.....	73
2.11 Existing sections .....	14	8.15 Hotel Restaurant.....	74
2.12 Site - Edge Conditions .....	15	8.16 External Terraces .....	75
2.13 Site - Materiality .....	16	8.17 Green Wall.....	76
2.14 Site - Local Character .....	17	8.18 Signage.....	77
2.15 Site - Analysis.....	18	9.0 Access & Maintenance .....	78
2.16 Scheme Timeline .....	19	9.1 Pedestrian Access .....	79
3.0 Concept .....	20	9.2 Vehicular Access.....	80
3.1 Concept - Development .....	21	9.3 Servicing .....	81
3.2 Concept - Development.....	22	9.4 Emergency access .....	82
3.3 Concept - Layout .....	23	9.5 Refuse & Recycling .....	83
4.0 Design Development .....	24	9.6 Maintenance / Cleaning .....	84
4.1 Concept - Principles.....	25	9.7 Maintenance / Cleaning.....	85
4.2 Evolution of layout.....	26	9.8 Safe working at roof .....	86
4.3 Concept - Massing.....	27	9.9 Safe working at roof .....	87
4.4 Proposed Connections.....	28	9.10 Accessibility .....	88
4.5 Hotel - Facade Development.....	29	9.11 Secure by Design.....	89
4.6 Concept - Overlay .....	30	9.12 Sustainability .....	90
4.7 Stakeholder Engagement .....	31	9.13 Night Skies.....	91
4.8 Public Exhibition .....	32	9.14 Internal Light Spill.....	92
5.0 Proposal .....	33	9.15 Conclusion .....	93
5.1 Proposal - Site Plan .....	34	Appendix 1:.....	96
5.2 Proposal - Site Plan.....	35		
5.3 Proposal - 3d Key Views .....	36		
5.4 Proposal - 3d Key Views .....	37		
5.5 Site Sections.....	38		
5.6 Site Sections.....	39		
5.7 South West Boundary .....	40		
5.8 Floor Plans .....	41		
5.9 Scale and Massing .....	42		
6.0 Bay Studies.....	45		
6.1 Bay Study 1.....	46		
6.2 Bay Study 2.....	47		
6.3 Bay Study 3.....	48		
6.4 Bay Study 4 .....	49		
6.5 Bay Study 5.....	50		
6.6 Bay Study 6.....	51		
6.7 Bay Study 7.....	52		
6.8 Bay Study 8.....	53		
7.0 Material Exploration.....	54		
7.1 Appearance.....	55		
7.2 Material Palette.....	56		
7.3 Colour & texture .....	57		
7.4 Timber detailing .....	58		
8.0 Landscape & Public Realm.....	59		
8.1 Landscaping Concept.....	60		

# 1.0 Introduction

Nature  
Retreat  
Reflect  
Unique

# 1.1 Introduction



The Site - Aerial View

This Design and Access statement has been prepared on behalf of Kingfisher Resorts Studland Ltd to support the redevelopment of Knoll House Hotel, Ferry Road, Studland, Swanage, BH19 3AH. This follows determination of a previous proposal in February 2022.

The site is located off Ferry Road and currently contains approximately 30 buildings including a main hotel building which comprises of 106 guest bedrooms along with 57no. Staff bedrooms and ancillary facilities with associated car parking and landscaping. The topography varies significantly on site approximately 25m AOD at its highest point. With the gradient lower towards the north, south and significantly to the east leading to Ferry Road. The site has been redeveloped in a piecemeal fashion over the years and lacks a coherent form with informal parking across the site and a number of low quality ancillary buildings.

The proposal seeks to optimise the potential of the site by developing a new masterplan removing poor quality buildings and linking green spaces, providing a high quality resort, holiday villas and leisure facilities in this key location within Studland. Operated by Kingfisher and delivering a luxury destination. It seeks to contribute positively to its setting by creating a contemporary and balanced building that connects with the surrounding area and skyline through the introduction of a well-proportioned facade design and the creation of vibrant ground floor and garden spaces.

This document sets out the process and design decisions which have informed the preparation of the initial design proposals for the site and how the proposed layout has been arrived at, taking into account the existing site factors.

This application required the design to achieve such a degree of innovation, exceptional quality, and sensitivity that could be considered a positive contribution to the locality.

# 2.0 The Site

Nature  
Retreat  
Reflect  
Unique

## 2.1 Site - Overview

### Project overview

The site to be developed is outlined in red on the image opposite.

Current Site Usage:

GEA: 6,774m<sup>2</sup>sqm / 72,914 sqft

GIA: 6,096sqm / 65,616 sqft.

Many of the existing buildings have reached the end of their life and this presents a unique opportunity for complete redevelopment of the site to provide a high quality tourist destination within the Studland area with a landscape led strategy to this unique site.

The proposal to rejuvenate the site will not only provide a good place to stay, it will also deliver a range of on-site facilities for guests. It will also take into consideration the social significance and historic importance of the existing building. Enhancing distinct positive features of the existing building and removing poor quality ad-hoc additions.

The site will gain an increased social significance by extensive refurbishment that will underline its rural identity by it's use of materials and integration with the surrounding area.

The site is immediately bordered to the east by the B3351 Ferry Road, with land associated with the hotel beyond, accommodating an informal golf course, tennis courts and space for informal recreation. To the immediate south are open fields and to the west and north are heavily wooded areas. These areas fall within a leasehold from the National Trust and continue to be, managed by the Hotel.



Site Location



Elevation fronting Ferry Road

# 2.2 Site - Location

## Location and planning history

### History

Originally built in the early 1900s, Knoll House became a hotel in 1931. During the Second World War it was re-purposed and provided accommodation for troops working locally. In 1946 at the end of the war it re-opened as a key holiday destination within Studland.

### Current Site Use





The site is just under 2 hectares and is located within a short proximity to Studland Bay. Studland Beach and the Shell Bay ferry terminal is located 2.5 miles to the north of the site.

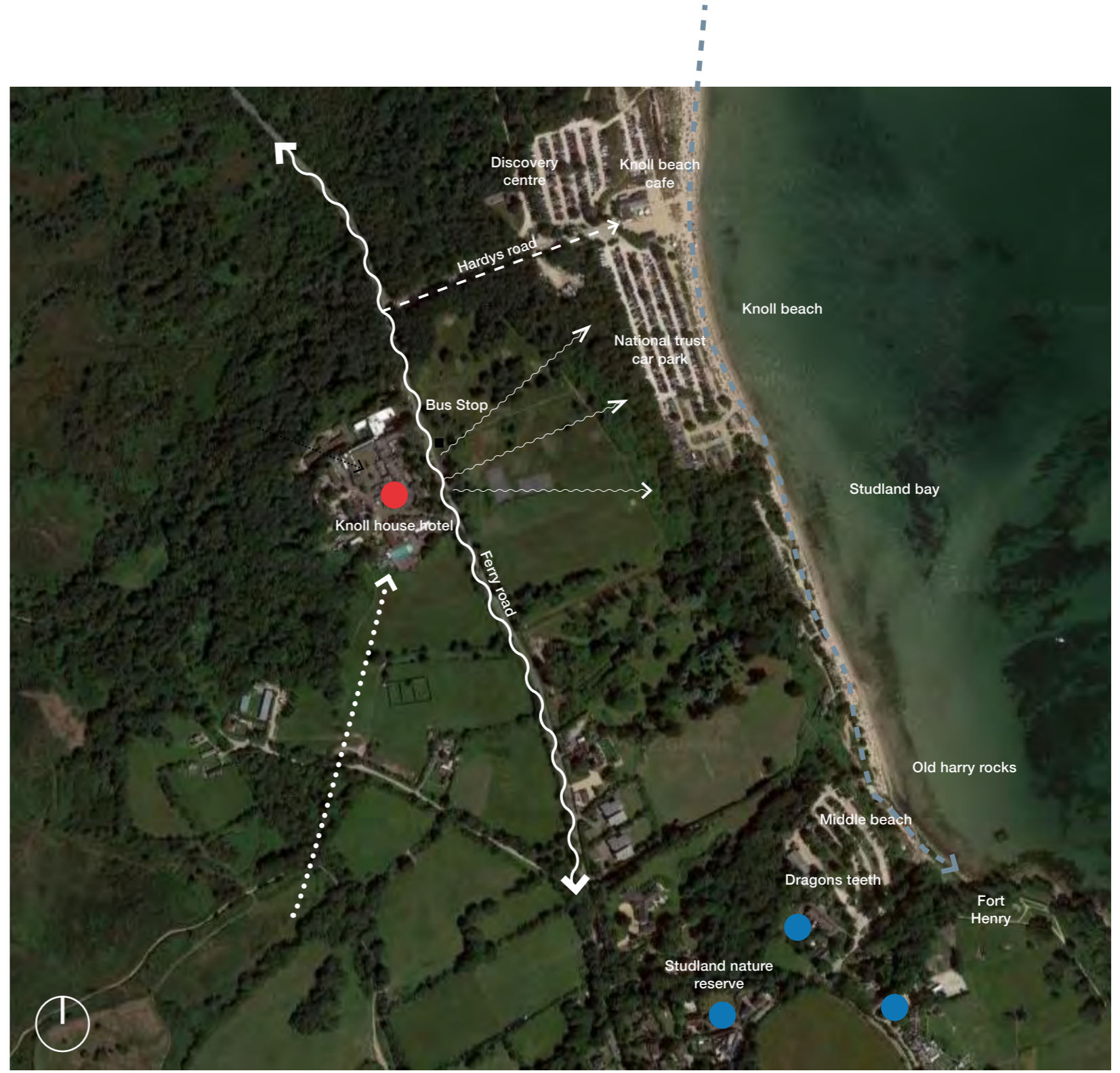
Located within the site boundary is the main hotel building and a series of ancillary buildings interlinked by areas of hard standing. There are approximately 30 buildings on-site which range in height from 1-3 storeys. Many of these buildings have little architectural merit, are in a poor state of repair and do not meet the requirements of current building regulations.

Guest bedrooms and leisure facilities are accommodated on site including restaurant, play area and indoor and outdoor pool. 57 on-site staff accommodation units are also provided in addition to the 106 hotel rooms.

### Access and parking

86 car parking spaces are accommodated on the existing site. These are provided in unmarked spaces in an informal arrangement on areas of gravel and hard standing to the west and centrally on the site.

- Knoll House
- Historic significance (Adjacent)
-  Connecting Routes
-  Connecting Views
-  Cycle & vehicular route
-  Views from site



Site and Surroundings



## 2.3 Site - Location

### Location and planning history

#### Nature Conservation

The site is located within the Dorset Area of Outstanding Natural Beauty (AONB) and adjacent to the Dorset Heathlands Ramsar site, the Studland and Godlingston Heaths Site of Special Scientific Interest (SSSI), the Dorset Heaths (Purbeck and Wareham) and Studland Dunes Special Area of Conservation (SAC) and the Dorset Heathlands Special Protection Area (SPA).

#### Topography

At its highest point to the west of the site the ground level is approximately 25m AOD. The gradient lowers towards the north, south and significantly to the east leading to Ferry Road. (refer to existing site sections for further information.)

#### Flooding

There is no risk of flooding from the sea in the area, and no surface water flooding anticipated within the red line boundary. The site is classified Flood Zone 1 and having a less than 1 in 1000 annual probability of river or sea flooding in any year.

#### Planning History

Originally built in the 1900, the hotel has been added to in a piecemeal fashion since its original construction.

- February 2022 planning application refused  
Application reference: 6/2018/0566  
Redevelopment of existing hotel to provide new tourist Accommodation including 30 bedroom hotel, apartments & villa accommodation, associated leisure & dining facilities.

Two main reasons were cited for refusal:

- The impact on the Dorset Area of Outstanding Natural Beauty specifically: The proposal by reason of its scale, form and massing fails to ensure that there would be no detrimental effect upon the environment and natural landscape and fails to be compatible to the special character of the Heritage Coast.
- The failure to secure appropriate mitigation against potential impacts on the Dorset Heathlands European Designated Sites.
  - February 1990, planning permission approved  
Application reference: 6/1989/1133F  
Erection of a first floor extension to provide staff accommodation.
  - July 1987 planning permission approved  
Application reference: 6/87/402F  
Demolition of the existing staff accommodation and additional new building to accommodate staff.
  - October 1984 planning permission approved  
Application reference: 6/84/737  
New spa complex to the south of main hotel.



# 2.4 Site - Key Views

## Key views of the site

Key views from the site extend towards the coastline and to the Isle of Wight and Old Harry Rock. Long distance views extend into the site from Black Down Mound, above Agglestone Rock and Ballard Down, These views are highlighted on the plan to the right.



View 1: Black Down Mound



View 2: Agglestone Rock



View 3: Ballard Down



Key view plan

## 2.5 Surrounding Area

### Further research into the surrounding area

The site and its location in the landscape is of fundamental importance when developing the Knoll House site. During the design process further research has been carried out into the surrounding area.

#### Dorset Area of Outstanding Natural Beauty (AONB)

The Dorset Area of Outstanding Natural Beauty is a nationally important landscape. The Dorset AONB Partnership works to conserve and enhance, promote and provide access to this beautiful and uniquely varied landscape. The Dorset AONB Management Plan is a shared vision for its future and policies that help guide the partnership and others to look after this special place. The Management Plan is widely consulted upon and lasts for 5 years. The management plan outlines key issues and opportunities within the area and is something that has been fundamental to take into consideration as the design progresses.

#### Dorset Heathlands Ramsar site

This inland wetland contains numerous examples of wet heath (*Erica ciliaris*, *E. tetralix*) and acid valley mire, habitats that are restricted to the Atlantic fringe of Europe. These heath wetlands are amongst the best of their type in lowland Britain. The ramsar sites adjacent to the site support a large assemblage of nationally rare and scarce wetland plant species and invertebrates. Again this has been vital to take into consideration when developing landscape proposals for the site.

#### Studland and Godlingston Heaths Site of Special Scientific Interest (SSSI)

Studland & Godlingston Heath is designated as one of only 35 "spotlight reserves" in England by Natural England in the list of national nature reserves in England and is listed as a Site of Special Scientific Interest (SSSI).

A Site of Special Scientific Interest (SSSI) is a conservation designation denoting a protected area in the United Kingdom. SSSIs are the basic building block of site-based nature conservation legislation and most other legal nature/

geological conservation designations in Great Britain are based upon them, including national nature reserves. In England these sites are managed by Natural England.

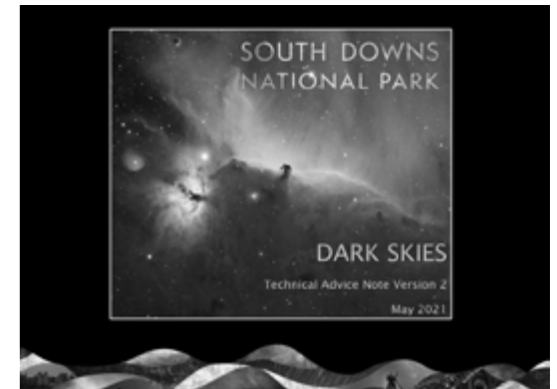
#### South Downs National Park Dark Skies

Whilst the site is not within the South Downs National Park, this is a useful document and of assistance. It sets out the South Downs National Park Authority's (SDNPA) approach to lighting design and the protection and enhancement of dark skies. Its aim is to provide developers and planners with the necessary information to submit and assess lighting schemes which are appropriate to the landscape, including the South Downs International Dark Sky Reserve. This document has influenced the development of the façades and glazing levels across the site.

The site is also adjacent to the: Dorset Heaths (Purbeck and Wareham) and Studland Dunes Special Area of Conservation (SAC) and Dorset Heathlands Special Protection Area (SPA).



Dorset Management Plan



Dark Skies

# 2.6 Existing Connections

## Connections and Accessibility - existing

There are a number of existing public footpaths (white), informal footpaths (black) and cycle routes (green) that run through or adjacent to the site.

Multiple existing informal footpaths link directly to the west of the site which lead to the wider woodland area. These footpaths are a range of informal woodland tracks, gravel paths and concrete steps built into the terrain.

Careful consideration will be required into which routes are to be retained, enhanced or removed. Guidance within the 'Dorset AONB Management Plan' will be taken into regard and desire to protect and enhance the surrounding area from walkers and visitors to the site.

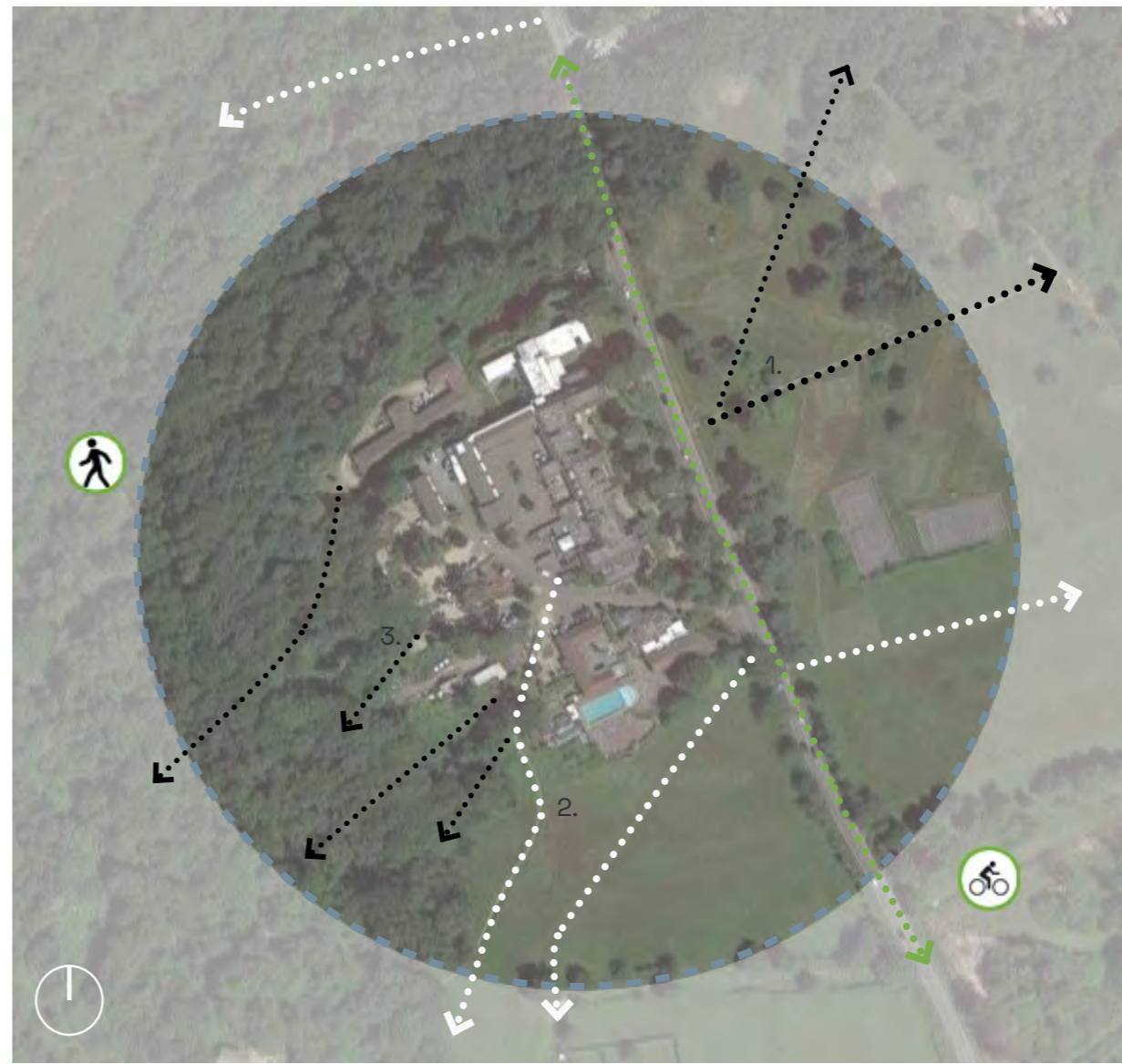


Diagram highlighting existing footpath and cycle connections



1.



2.



3.

# 2.7 Site - Existing Massing

## Existing massing

Buildings located on the site tend to be low level 1-3 storeys in height. However due to change in topography roof lines vary with building density increased to the north.

In addition to the buildings highlighted on the plan to the right a series of low level ancillary storage buildings/ sheds are also located on the site.

- ① Staff accommodation (1-2 storey)
- ② Staff accommodation (1-2 storey)
- ③ Visitor accommodation (2 storey)
- ④ Hotel accommodation (1.5/2/3 storey)
- ⑤ Visitor accommodation (1/3 storey)
- ⑥ Staff accommodation (1 storey)
- ⑦ Leisure/ pool complex (1 storey)



Site plan showing existing building types and heights



Existing section through hotel and central courtyard

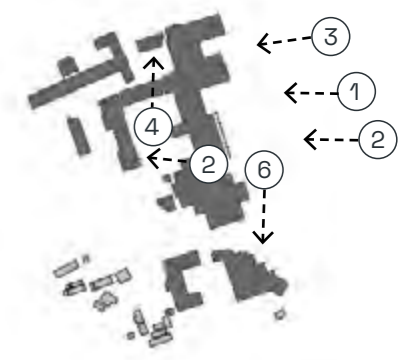


Existing east section showing change in topography and height

# 2.8 Site - Photos

## Site images

Existing images of the site, highlighting the assortment of existing buildings and changing topography.



1. Existing east facade of hotel building



2. Mid-section of existing east facade



3. East facade 3 storey accommodation



4. 1 storey staff accommodation



5. 2 storey accommodation



6. Pool located to the south of the site

# 2.9 Site - Coverage

## Existing site coverage

The image to the right illustrates the existing buildings footprint and overall site coverage.

Total footprint: 4,817 sqm  
Total built area GEA: 6,774 sqm  
Areas of hardstanding: 8,283 sqm  
Areas of soft landscaping: 5,885 sqm

The areas are estimated from Planet Surveying Information.



# 2.10 Existing sections



Existing site section AA



Existing site section BB





# 2.11 Existing sections



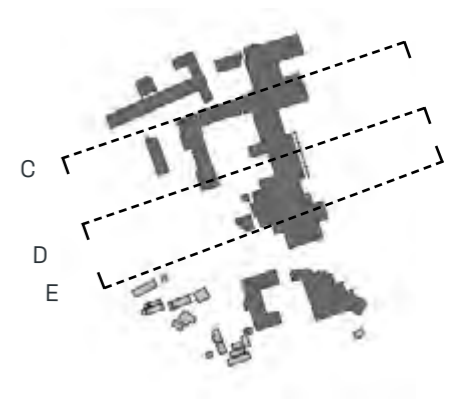
Existing site section CC



Existing site section DD



Existing site section EE



# 2.12 Site - Edge Conditions



## Existing edge conditions

The site has a number of different edge conditions. They are key features that need to be considered in light of a development taking place. This study will ensure that we are respecting the existing conditions found around the site as well as realising opportunities to improve visual connection with the rural surroundings.



**View 1 - North Edge**  
Dense woodland extends on the northern edge of the site with the topography rising centrally from east to west.



**View 3 - South Edge**  
To the south of the site extends open green fields with far reaching views to the surrounding area. The ground level falls towards the southern edge.



**View 2 - East Edge**  
The site falls to the eastern edge and is bordered by a low level boundary wall leading to Ferry Road with an informal golf course and tennis courts beyond. Views extend to the coastline.



**View 4 - West Edge**  
The Western edge topography varies dramatically, dropping towards the north and southern edge. Dense woodland extends beyond the boundary.

# 2.13 Site - Materiality

## Existing Materials

Historic England concluded that Knoll House hotel was not of sufficient heritage value to warrant being included on the statutory list. However, it is recognised that it has social significance within the area of Studland, with an interesting and varied history forming the backdrop of not only family holidays but, key points of time in Studland history. It is important this is reflected and celebrated in the final design and not erased.

Materials on the main house include an off white render facade with blue & white windows in a range of different materials and styles. Windows at ground floor level on the east facade have a series of blue shutters.

A stone colonnade is located in the middle section of the property. Red/ brown pan tile roof with areas of standing seam metal and flat roof sections predominantly to the north extension of the building. Guarding is painted white timber vertical construction or painted blue metal.

Buildings to the rear of the site encompass a broad range of materials including grey brick, black render, brown/ black timber. These buildings have little architectural merit, are in a poor state of repair and do not meet the requirements of current building regulations.



Stone colonnade and render exterior



East Elevation of main hotel building

# 2.14 Site - Local Character



Contemporary



Historical



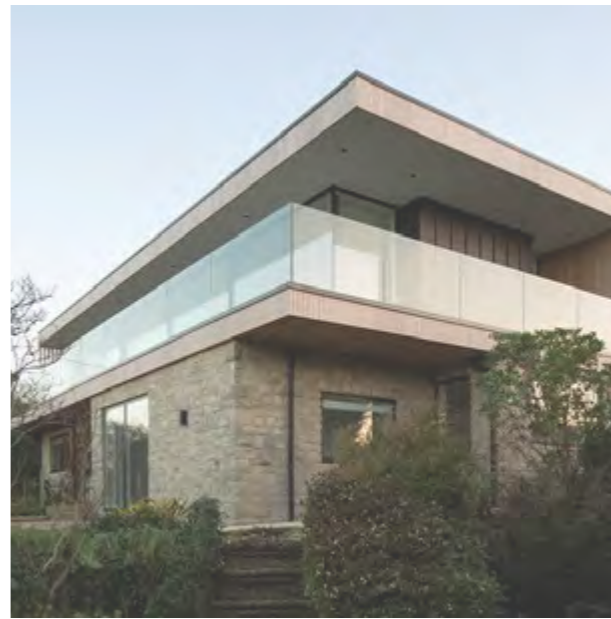
Brick - red/ light grey



Natural stone & timber



Render & thatch



Contemporary Studland House

A photographic study of Studland has been undertaken to help understand the history, underlying structure and style of the area in order to support the design development of the hotel site. Natural stone, rustic clay brickwork and render are the underlying character and tradition of the area.

Character of the buildings is represented through the details and materials. These are summarised as:

- Chimney details
- Boundaries natural stone / hedges
- White painted wood framed windows both casement and sliding sash
- Bay windows, gables, dormers and porches
- Small scale domestic development is a traditional feature of the area, with wide variety of materials and details which add to the character.

# 2.15 Site - Analysis

## Constraints and opportunities

### Constraints

- Varied topography of the Knoll House site
- Long distance views to site
- Proximity to SSSI
- Retention of existing hotel facade
- Existing TPO trees located on the site
- Servicing requirements of the hotel

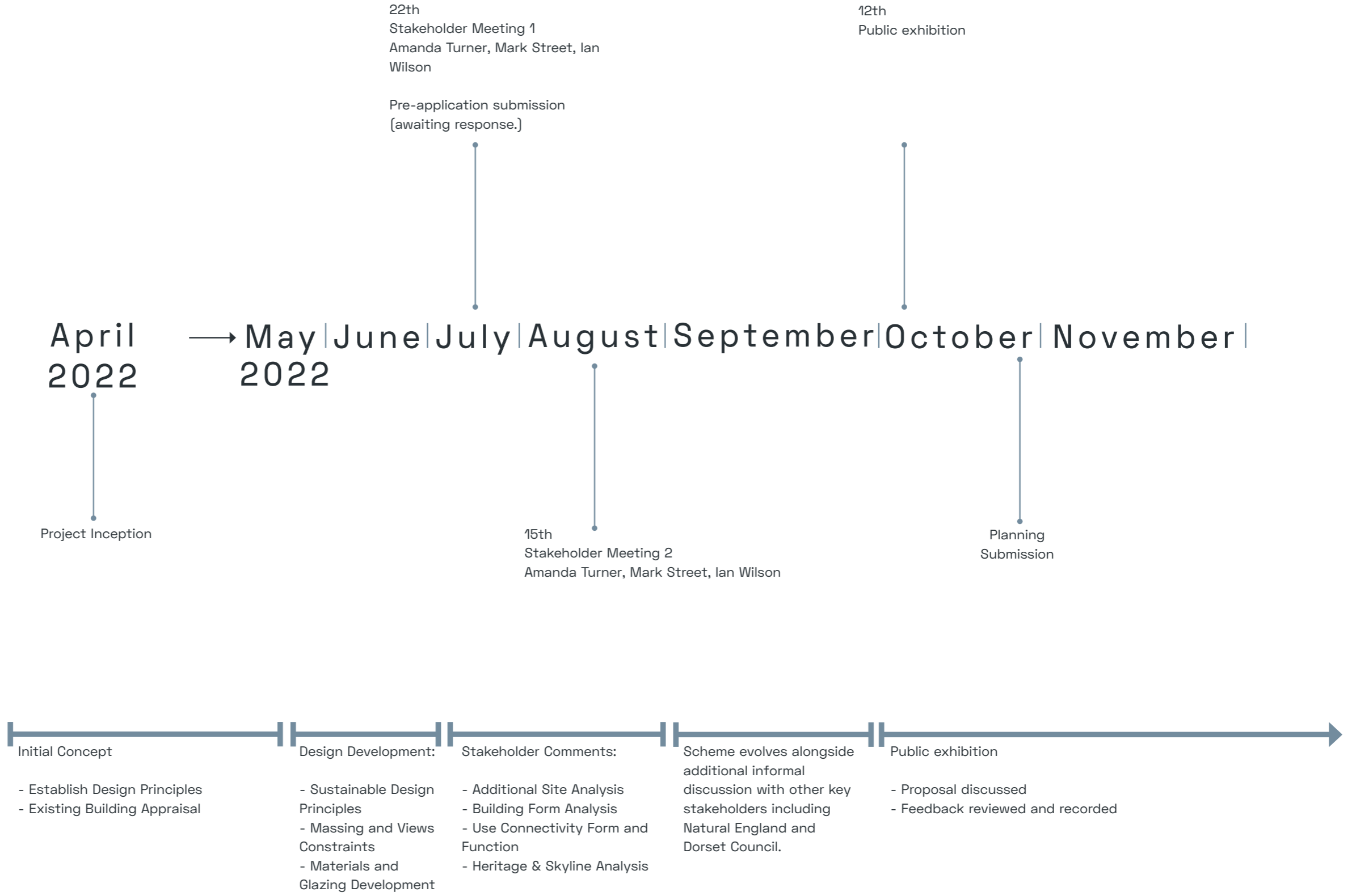
### Opportunities

- Distant views of Old Harry Rock and Isle of Wight to be enhanced
- Opportunities to enhance biodiversity & 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
- Potential to reduce density on the site



Constraints and opportunities diagram

# 2.16 Scheme Timeline



# 3.0 Concept

Nature  
Retreat  
Reflect  
Unique

# 3.1 Concept - Development

## Nature Retreat Reflect Unique

Since project inception we have recognised the importance of the local context and its surrounding heritage. We viewed these as opportunities for the design team to fully explore a scheme that compliments the site's unique setting.

The proposal seeks to optimise the potential of the site by providing a high quality hotel in this key location of Studland. It seeks to contribute positively to its setting by creating a contemporary and balanced building that seeks to link with the surrounding area and natural environment through the introduction of a well-proportioned facade design and the creation of vibrant ground floor and public realm spaces.

A celebration of the existing heritage of the hotel. Retaining and emphasising important elements of the existing building and its vibrant history.

Visitors will be able to relax and unwind, seamlessly linking to the surrounding woodland and gardens. They will be able to explore the woodland trail, take a dip in the stunning pool, before returning to comfortable and contemporary accommodation.



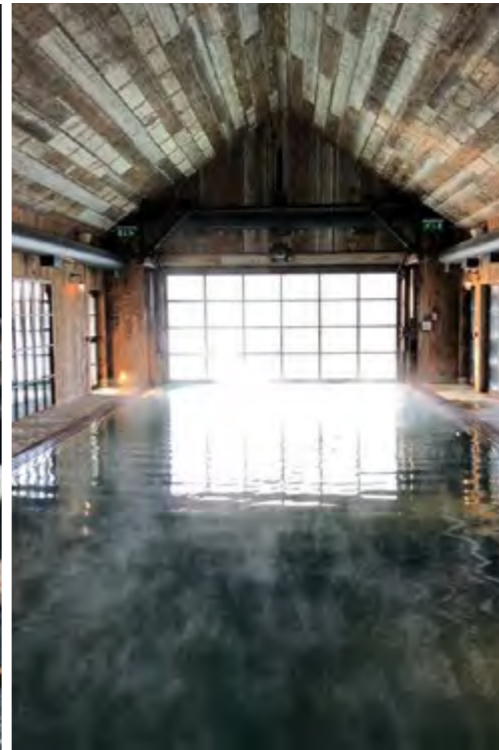
Nature



Site



Relax



Explore



Concept



# 3.2 Concept - Development

Look & Feel



Precedent images giving an idea of look and feel of the development

Images shown@Soho Farmhouse,  
Hauser & Wirth and The Newt

# 3.3 Concept - Layout

## Concept masterplan

The brief was to provide a high quality resort within Studland.

It was important to produce a development that responds to the local context in terms of use, amount, layout, scale, appearance and landscape but that also functions efficiently as a hotel.

To achieve this there are several key principles that have been identified to ensure the development responds to the site and the relationship with the surrounding area.

- ① Central open green space
- ② Low density site coverage
- ③ Integration into context & celebration of the heritage of the existing building



Concept masterplan diagram



Link to context



Landscaped pedestrian routes

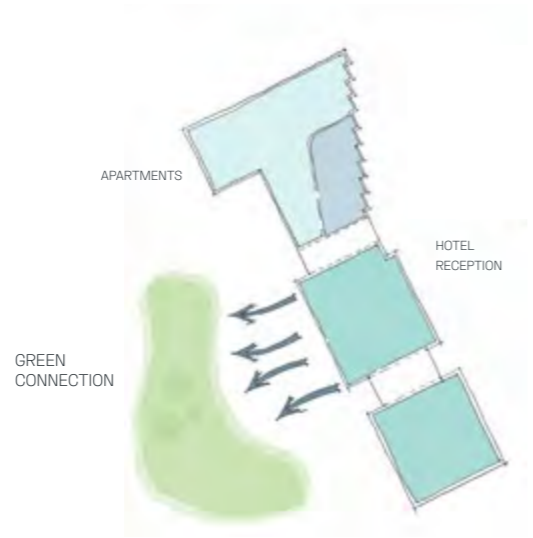


Green roofs

# 4.0 Design Development

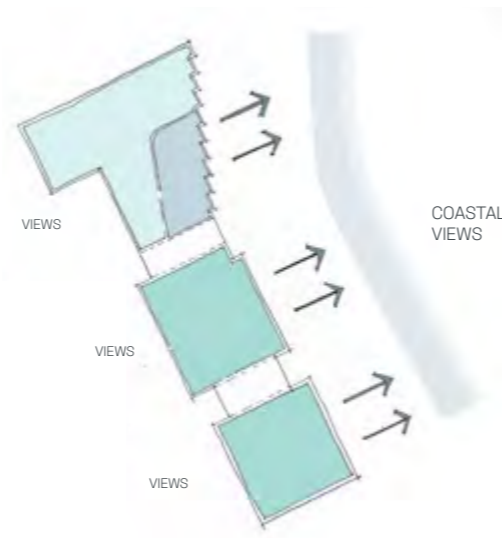
Nature  
Retreat  
Reflect  
Unique

# 4.1 Concept - Principles



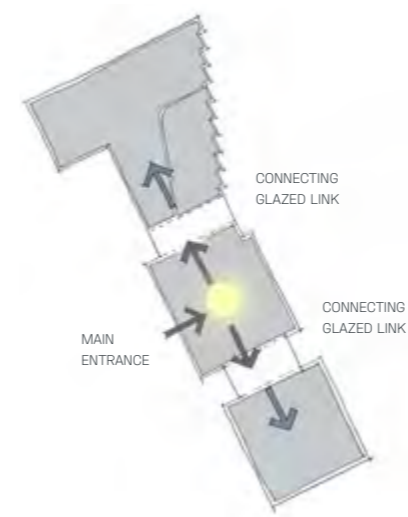
Central Green Space

- Views 'IN' to the development site
- Views 'OUT' to surrounding coastline
- Link to surrounding landscape



Low density site coverage

- Reduced hard standing & vehicular access
- Enhanced green space
- Glazed links to link internal to external



Integration

- Stepping up to address context
- Stepping down to preserve key views
- Tiers + terraces with views



Context

- Higher levels concealed
- Green roofs
- Hidden services

## Central green space

The green heart allows north-south pedestrian movement across the site with linking views to the countryside beyond. These green spaces will also act as recreation areas for visitors and create wildlife habitats.

## Low density site coverage

Low density site coverage will have a soft approach on the landscape. The improved landscaping on the site itself will also allow the ground floor facilities to utilise some of these external spaces, providing the opportunity to create areas to spill out during the warmer & dryer months of the year.

## Height

Low level development 1-2 stories to south of the site. Higher levels 3-4 stories to north west of the site. This allows for taller elements to be away from the road, concealed by tree cover and allows for far reaching views to be maintained into/ out of the site.



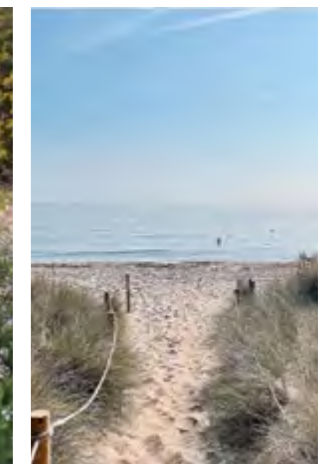
1. Arrival



2. Connecting



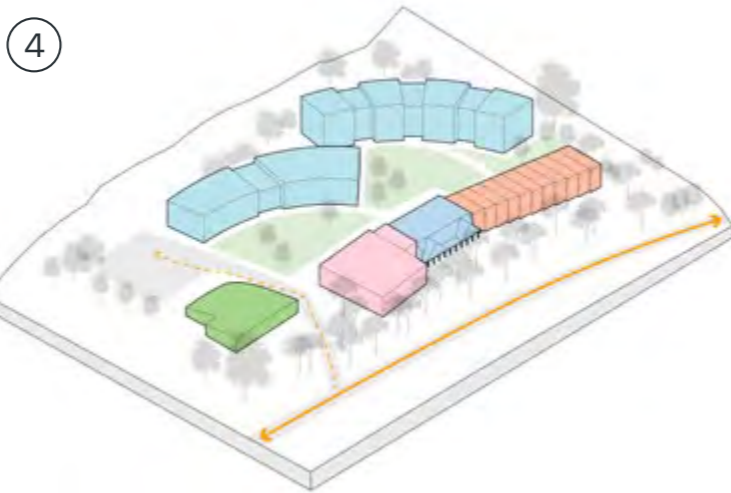
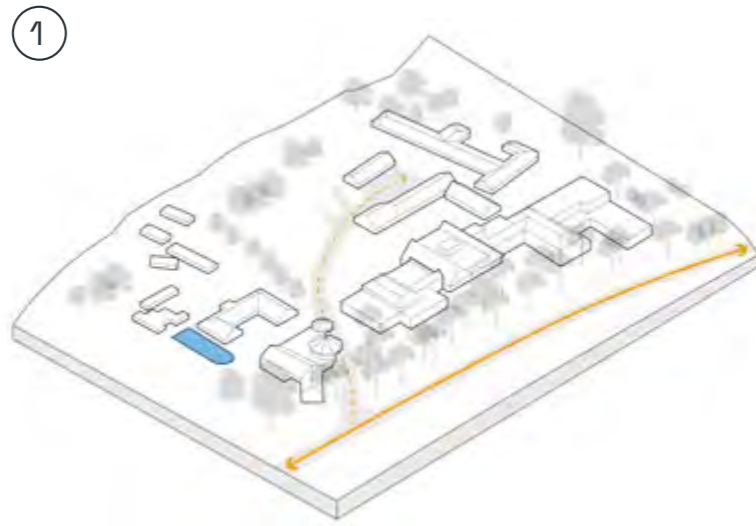
3. Nature



4. Views

## 4.2 Evolution of layout

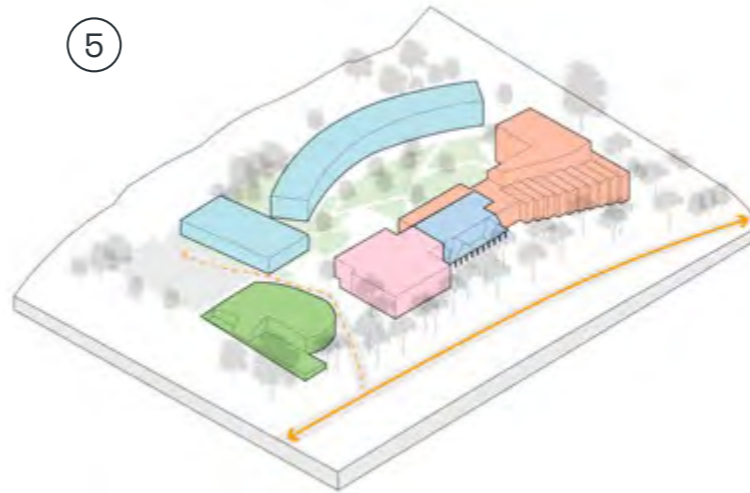
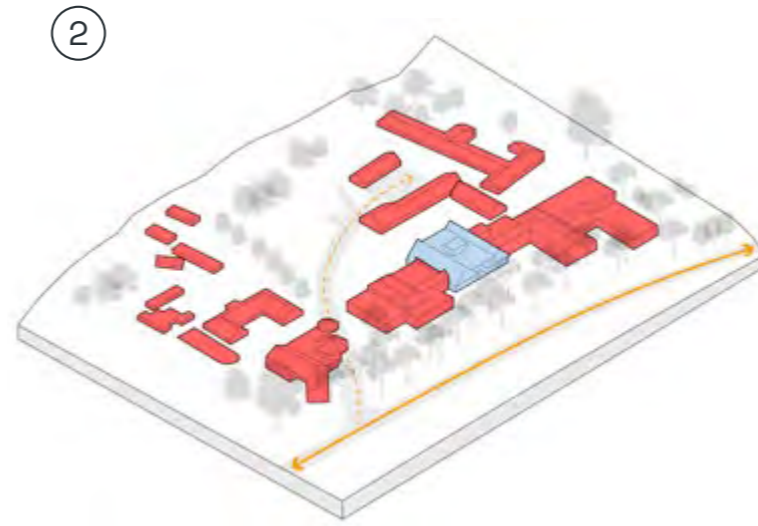
### Evolution of layout



Throughout the design process the design team have regularly returned to the constraints, opportunities and vision of the original concept whilst allowing the scheme to evolve and respond to feedback received.

The following pages summarise the key stages in the development of the design.

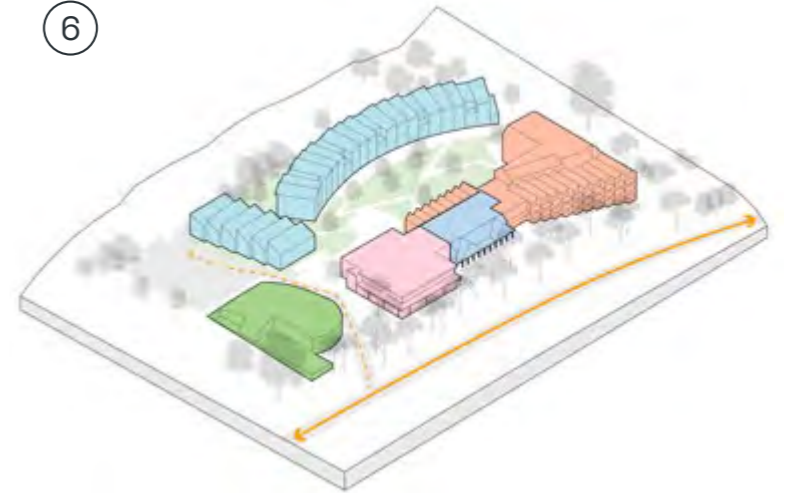
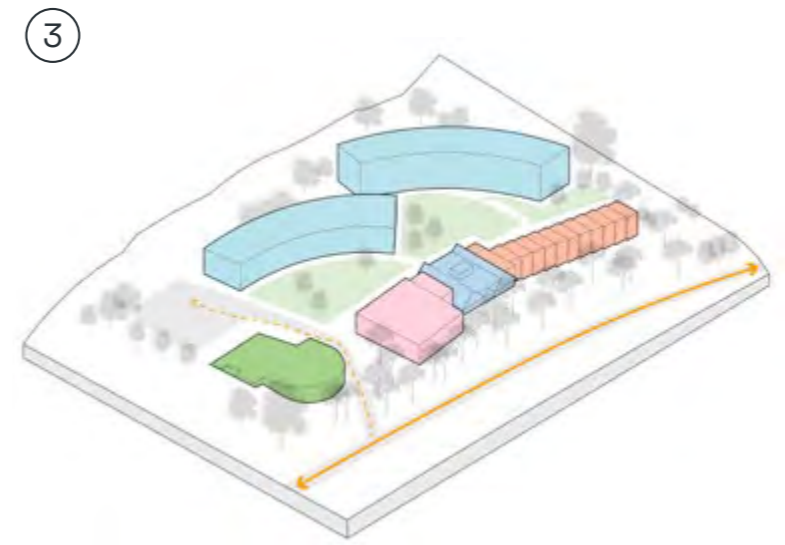
1. Existing massing was scattered over the site with higher elements located to the north east.
2. Removal of buildings which had reached the end of their life.



3. Initial designs focused on the arrangement of 2no. crescent shapes to house the villas and apartments. The villas bisect the site diagonally with pockets of green amenity space created between building footprints.

4. Massing of the crescent shapes was broken up to provide a vibrant green space providing attractive and comfortable spaces to wait, sit and stroll through.

5. Following an initial design review the crescent shape was reduced in height. This allowed for an open central green space and height concentrated in the area most concealed. 2 storey villas were orientated adjacent to the car park and



away from the boundary to ensure long distance views were maintained into the heart of the development.

6. The crescent and hotel extension was further broken up to add interest and impact less on the surrounding landscape.

# 4.3 Concept - Massing

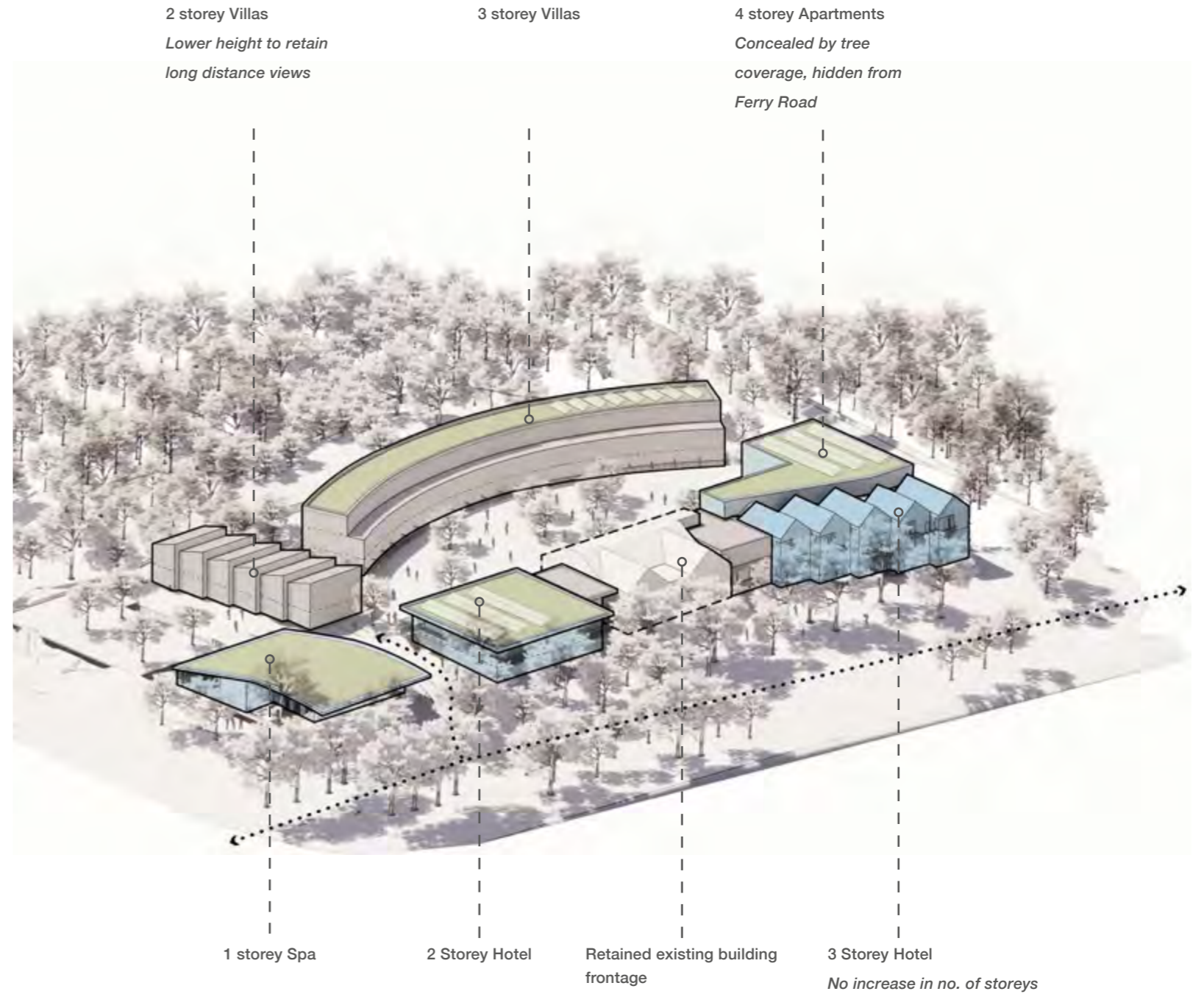
## Massing Principles

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 existing site levels, boundary conditions and building heights have been reviewed alongside the desire to create a high quality, sustainable development and to respond to the existing landscape.

The redevelopment of Knoll House offers the opportunity to improve this site's contribution to its unique setting by creating a landscape led masterplan for the site. The image opposite demonstrates how the scale and massing have been developed and how it links to the surrounding area and rural setting.

### Key Massing Principles

- The proposal responds directly to the surrounding context and far reaching site views
- Low level development to south of the site, greater density to north of site with open central green space
- Integration into surroundings - green roof sunken spa facility
- Reduction in accommodation - low density site coverage
- Open green central space
- Predominantly 1-3 storeys above ground



Initial 3d massing diagram

# 4.4 Proposed Connections

## Connections and Accessibility - proposed

A key aim was to protect the adjacent heathland and woodland area and avoid damage caused by walkers. Connections will be maintained but become less visible/accessible to hotel guests. The public footpath linking into the south west of the site will be decommissioned.

- 1. Informal footpath retained but less accessible/ visible to hotel walkers (grey)
- 2. The service route leading to the below podium car park will impede access to two existing informal routes into the surrounding woodland to the west of the site.
- 3. The public footpath (white) to the front of the hotel leading to the beach will be retained. The south west connection will be severed discouraging direct access to the heathland and enabling the hotel to inform guests (yellow.)

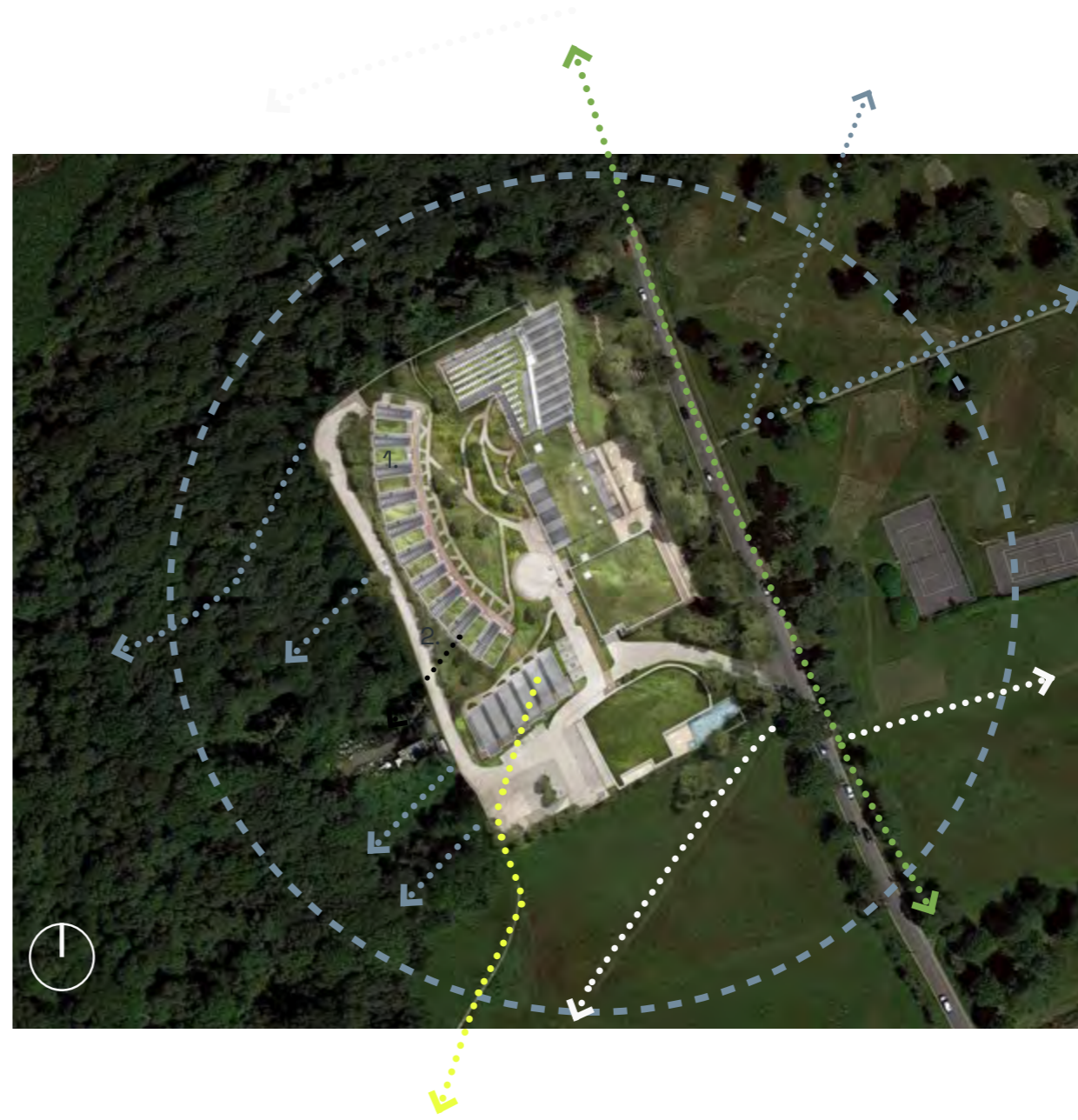


Diagram highlighting proposed footpath and cycle connections



1. Footpath route less accessible



2. Reduced access to informal footpaths



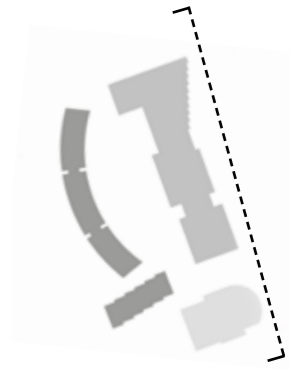
3. Public footpath decommissioned

# 4.5 Hotel - Facade

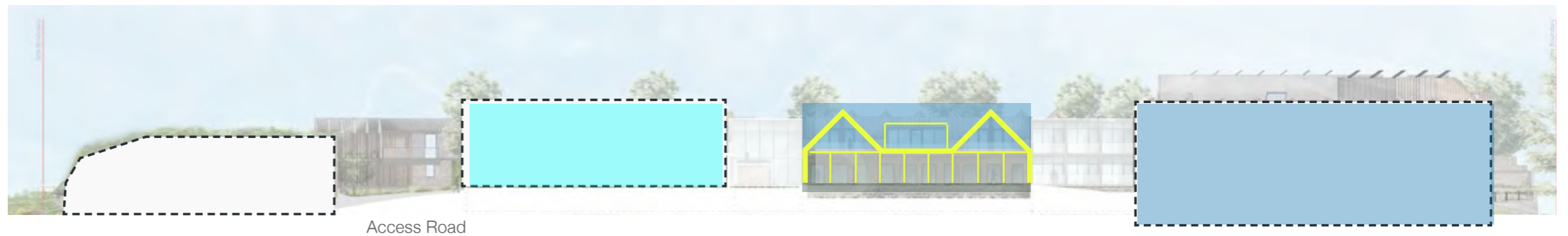
## East Facade - Ferry Road

### Key Principles

- Existing uses along the Ferry Road facade retained;
- Distinctive elements of the existing facade retained and refurbished;
- Poor quality accommodation to the north and south removed;
- New wings for the restaurant (to the south) and accommodation (to the north). These are connected to the main building through glazed links which separate the retained and the new structure.
- Buildings to sit within the landscape and existing topography. The site level drops both to the north and the south of the site - building levels to reflect this topography.



Existing Ferry Road facade - key uses highlighted



Proposed Ferry Road massing - key uses highlighted

**Leisure Spa**  
Building set within landscape - half a storey below reception

**Restaurant South Wing**

**Reception Main Building**  
Distinctive elements of the existing facade retained and refurbished

**Accommodation North Wing**  
Building set within the landscape - half a storey below reception



# 4.6 Concept - Overlay

Overlay - Existing and Proposed Building Footprint Comparison



## 4.7 Stakeholder Engagement

In preparation for the planning application, consultations have taken place with key stakeholder groups in the area. The design team value and respect the views of these key bodies and were pleased to attend two informal design reviews.

Initial feedback from the stakeholders appeared positive with good response to the fresh approach and landscape concept.

Areas for development following the first meeting are summarised below and based on AWW notes. A subsequent meeting was held on 15th August to discuss updates to the scheme in response to these comments.

### Area 1: Connections

It was suggested that further analysis of the footpath connections into the surrounding area was undertaken. A key aim is to protect the adjacent heathland and woodland and avoid damage caused by walkers. Connections should become less visible/accessible hotel guests.

Updates: The design was updated in accordance with recommendations. Refer to 'Connections and Accessibility- Proposed.'

### Area 2: Existing and proposed sections

Additional information was requested to demonstrate how the existing site sections compare to the proposed.

Updates: Existing sections were produced and compared refer to section 2.0 for additional information.

### Area 3: Massing study

Attendees asked for clarification over what could and couldn't be seen from Ferry Road. In particular would the 3 storey villas be visible.

Updates: Additional images were produced to demonstrate views from Ferry Road refer to appendix 1 for additional information.

### Area 4: Landscaping

Attendees suggested that the landscaping plan could be divided into a concentric ring arrangement with the centre a more formal landscaped garden and the outer rings linked to species found in the surrounding heathland. They proposed working collaboratively on this aspect by providing research/ guidance into planting and ecology.

Updates: The design team welcomed a collaborative approach and agreed the idea of concentric rings linked to the wider heathland would be a clear way of developing the landscape concept further thus creating blurred edges to the development. Refer to landscape proposals for further information.

### Area 5: Night skies

Raised concern over the level of illumination in particular on the east elevation.

At the time it was explained that the elevations presented were at an early stage and that further design development was in progress. As part of the design development further research was carried out into internal light spill to how to reduce the level of illumination and impact it would have on the surrounding landscape. Refer to section 10 for further information.

Updates: The design was updated in accordance and presented at the meeting held on site in August. Refer to 'Internal light spill' for further information.

Areas for development from the second meeting are summarised below:

### Area 1: Levels

Existing and proposed sections and before and after massing images were presented. Levels were better understood and the general approach with the building arrangement seemed to be supported. There is still further work to do to evidence the taller block to the north east corner, but it was recognised that the site topography supported an increase in mass in this location.

### Area 2: Night skies

Light spill was raised again but it was recognised this was only a problem at night. It was agreed to carry out further development of elevational treatment to mitigate negative effects.

### Area 3: Materiality

Raised comments on material and colour choice. AWW agreed to take into consideration the comments as the design developed. Refer to material section for further guidance.

### Area 4: Connections

An existing and proposed connection diagram was presented. Attendees supported and encouraged extinguishing the footpath to the south west corner, removing an access to the heathland from the rear of the site.

The final design presented addresses the concerns raised in the second meeting with key stakeholders.

# 4.8 Public Exhibition

Additional consultations have taken place within the local community with a public exhibition held early in October 2022, this was in addition to those carried out as part of the previous submission.

Liz Lean PR undertook extensive research to identify key individuals that would give valued feedback to the scheme.

An initial meeting took place prior to the opening of the exhibition in which Parish Councillors, Town Council Clerk and key stakeholders were invited to attend a presentation and question/ answer session.

In total x60 attendees including a mix of local residents, current hotel guests and Parish Councillors attended the day. This is discussed further within the planning statement.

## Internal Peer Design Review

In addition to the public exhibition an informal design review was also held within AWW's office to critique the design. The design team presented the scheme to a panel of colleagues from the company and gained valuable feedback which informed the design development.

Key areas highlighted for further development were as follows:

### Villa Massing

Investigate ways of breaking up the massing by altering the facade line, roofs which span two villas and change in heights.

### Rural Feel

Investigate the massing of the 4 storey element. Consider the introduction of dormers, material change and additional ways of breaking up the massing to link to the rural surroundings.

### Material usage

Investigate timber cladding, in particular- species native to the area, detailing, finishes, location, aesthetics.

The areas raised were addressed and the response forms part of the final scheme.

### 1 Introduction

Welcome to this exhibition. We would like to present our emerging ideas for the redevelopment of Knoll House Hotel at Studland.

Since the refusal of a previous proposal in February 2020, we have taken on board feedback raised from key stakeholders and come up with a new plan which we believe addresses common matters of concern. Our former response committed to finding a long term sustainable future for the hotel.

A new design team has been appointed with a landscape led masterplan has been created for the site. We believe that our plans are an opportunity to improve the built environment in this key destination in Studland.

The current proposal is for:

- 33 bedrooms
- 22 holiday apartments
- 20 holiday villas
- 1 new restaurant, bar and on-site spa facilities.

Significantly, the new accommodation and facilities will function as a single leisure resort, providing a real quality service that doesn't get in the way of well-deserved agricultural job growth.

**Listening to local people:**

We have already engaged with some important stakeholders to help guide our proposals to this point and we will submit a planning application to Dorset Council very soon. But first, we want to hear your views - good and bad - about our ideas.

**Have your say:**

Liz Lean PR has been appointed as an independent facilitator to organise this exhibition on behalf of the project team.

We would value your feedback by:

- Discussing the proposal with our project team who will be on-site throughout the exhibition.
- Emailing Dorset's our hotel manager with your views after the exhibition: [development@knollhouse.co.uk](mailto:development@knollhouse.co.uk)
- Existing view of hotel from the road
- New higher priority 2.5 storey modern, Cornwall
- New Rock, Dorset

Proposed redevelopment at Knoll House Hotel

### 2 What is the site like now?

**The Site**

- The site is in a prominent location and is a key destination within Studland. There is dense woodland surrounding the site to the north and west and views to the sea to the east.
- The original building has an interesting history: built in the early 1800s as a private summer retreat, it was turned into a hotel in 1931 and was an immediate success. During the Second World War it was requisitioned and provided accommodation for troops working nearby. In 1949 it re-opened as a holiday destination within Studland.
- The original building has been modified significantly and a large number of ancillary buildings have been added to the site.
- The ancillary buildings generally have little architectural merit, are in a state of disrepair and do not meet current building regulations. There is limited landscaping and ecology on site with much of the site covered with surface parking.

**Current view of existing site**

Exhibition boards for the current site highlight the following common customer concerns:

- Limited views: "This 4.5 storey block (red line) blocks the view of the sea and is not really a good quality holiday resort."
- Access: "The main road is a narrow lane and is not really a good quality holiday resort."
- Access: "The main road is a narrow lane and is not really a good quality holiday resort."

**Existing site images**

1. Existing hotel building
2. Existing staff accommodation
3. Ancillary buildings on site
4. North wing of hotel
5. Existing car parking on site.

The proposed redevelopment presents a unique opportunity to optimise the potential of the site by providing a landscape led, sustainable and quality holiday resort in this key location.

Proposed redevelopment at Knoll House Hotel

### 3 Development Principles

**Proposed site plan**

**Masterplan Concept**

- Since project inception, we have recognised the importance of the local context and its sensitivities. We viewed this as an opportunity for the design team to fully embrace a scheme with a landscape led strategy that complements the site's unique setting.
- The historic significance of the main house facade and elements of local stone has been recognised and will be preserved and celebrated, complemented with contemporary but sensitive additions.
- The proposed redevelopment of Knoll House will be focused around a new green central space at the heart of the scheme. Existing surface car parking will be removed to create space for new trees and wildlife planting. The proposed landscaping will soften the edge of development, forming a gradual transition and natural edge to the countryside and extension to the existing landscape.

Proposed redevelopment at Knoll House Hotel

### 5 Landscape

**Proposed landscape concept**

Our plans provide an opportunity to improve the landscape and ecology on site. The diagram to the right outlines the proposed key character areas within the scheme based on a conceptual arrangement. This concept blurs the edges between the surrounding heathland scrub features and the more formal landscape arrangement in the heart of the site.

**Key landscape features**

1. Retention of all quality existing trees supplemented by new tree planting and ongoing management.
2. Introducing elements of the semi-rural and agricultural nature of the Dorset heathland to the edges of the site blurring the boundary with the countryside.
3. Selection of heathland scrub will form the main plant communities within the open spaces. This provides an ecological and visual continuity with the surrounding landscape, increases biodiversity within the site, and enables active wildlife corridors across the development.
4. Areas of maintained lawn are punctuated by existing trees. On the edges, the wild grasses provide a link to the native heathland and heathland planting in the areas beyond.
5. A series of planned terraces contain a mixture of ornamental and native planting that are done to read the entrance to the hotel and blend into the adjacent landscape (Fig).

Proposed redevelopment at Knoll House Hotel

### 6 What has changed?

**What has changed?**

The previous planning submission provided valuable feedback, and has been very constructive in helping to identify some of the key challenges the team needs to address in developing the site.

**Previous submission site plan**

**Proposed site plan**

**Key comments raised:**

1. Form and design: The previous scheme was predominantly built form. The new proposal reduce the built footprint, introducing large spaces between buildings for landscape and planting.
2. Visual impact and scale: The new proposals have been designed to be integrated into the landscape with green roofs and new planting providing continuity with the surrounding landscape and reducing the visual prominence of the scheme from long distance views.
3. Parking and vehicle routes within the site: The new proposal removes the majority of surface parking and redistributes this at basement and upper levels with new planting. Vehicle access has been restricted to create extensive landscaped areas with pedestrian access.

Proposed redevelopment at Knoll House Hotel

### 7 Sustainability

**Sustainability**

Sustainable design and promoting biodiversity is at the heart of the scheme. Reduction of carbon impacts, promotion of sustainable travel/working environments and visitor wellbeing are all key considerations.

**Adopted sustainable strategies:**

- Highly insulated building fabric to reduce energy use
- Photovoltaics to generate energy on site
- Good day-lighting design (including the integration of solar shading)
- Green roofs will help to develop visually delightful, ecologically valuable, and relatively low maintenance landscapes
- Building materials selected for their suitability for this unique coastal environment as well as durability and end of use recyclability
- Timber cladding is a carbon neutral product and will be sourced from sustainable plantations

**Biodiversity**

**Habitat. Beings** (Dorset Wildlife Trust)

**Overwinter plants, flowers for pollinators, and seeds, berries for birds** (Dorset Wildlife Trust)

**Green roofs**

**Landscape technology**

Proposed redevelopment at Knoll House Hotel

Examples of the exhibition boards