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

Landscape and Visual Assessment (LVIA)

APPENDIX 6.4: Representative Views and Contextual Photographs

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LVIA Viewpoint locations: Wider area



Viewpoint (Baseline panorama or photograph)		Distance to development (nearest point) from receptor viewpoint (m)		Receptor type and Sensitivity (to proposed development)	Visual changes resulting from the proposed development and recommended mitigation	Visual assessment Construction phase day and night	assessment Operational phase day and night	Significance of Residual Effects
	Eastern road verge of Ferry Road, adjacent to site entrance to Knoll House Hotel SZ 03173 83268	15m	Note: This view is from private land. No public footpath is present at the viewpoint location. A view looking north-west along Ferry Road. The hotel sits behind a line of Scots pine trees with low level shrub and conifer planting between the hotel and the boundary wall/fence. Views of the hotel are oblique to the direction of travel with roofs and upper storeys visible.	Receptors: Road users Sensitivity: Low (Road users)	The low sensitivity of the receptors (the travelling public in moving vehicles) reduces the overall significance of effect compared with other viewpoints. Changes will be noticeable, especially at the northern end of the site when travelling both north and south. Mitigation planting is recommended to filter views towards the northern accommodation block. This should take the form of advanced nursery stock Scot's pine trees (up to 8m height from the nurseries) combined with a mix of native and non-native species at lower level to screen and filter views of the lower parts of the building and day-today hotel activities, without blocking views to the east from the hotel. Planting in a 'louvered' pattern would help screen views from passing traffic in the direction of the view and will allow views perpendicular to the planting pattern eastwards.	Receptor sensitivity: Low Magnitude: Moderate to High Significance category: Slight to Moderate (slightly adverse) Temporary Not significant	sensitivity: Low Magnitude: Moderate Significance category: Slight	Significance category: Slight (Slightly beneficial)



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
2a	Bridleway SE22/38, south of Knoll House Hotel SZ 03155 83100	105m	Winter View (taken 2018) & Summer View (2022) Looking due north from gaps in the bridleway hedge towards the southern end of the hotel site. The Spa and swimming pool are clearly visible with a small copse of deciduous trees at the eastern end of the boundary. Roofs of the main building are visible and the skyline is broken by groups of on-site Scots pine trees.	Receptors: Footpath users Sensitivity: High (Footpath users)	Much of the view will be fundamentally changed. Partial change will be noticed at the eastern end of the southern boundary where existing trees perform and important screening function. The effect in Year 1 is assessed as slightly adverse. This is because the proposals for new on-site tree, shrub and hedge planting along the southern boundary will not have achieved its design effect in screening and filtering views between the viewpoint and the new development. The primary design mitigation, through the changes to the buildings compared with the baseline condition, is inherently beneficial. The off-site trees, not owned by the hotel, cannot be relied upon to screen and filter views for the design life of the project. Supplementary on-site planting is recommended to mitigate against any risk that these trees may be lost in the future. Mitigation planting is shown on the proposal drawings in the form of new tree planting, lower level shrubs and hedges. It is recommended that this should take the form of advanced nursery stock Scot's pine trees (up to 8m height from the nurseries) combined with and 'instant' mixed native hedge up to 2m high and a mix of native species at lower level to screen and filter views of the lower parts of the building and day-to-day hotel activities, without blocking views from the hotel.	Receptor sensitivity: High Magnitude: Moderate to Large Significance category: Moderate to Large (adverse) Temporary Not significant	Receptor sensitivity: High Magnitude: Moderate to Large Significance category: Moderate to Large (slightly adverse Year 1)	Significance category: Moderate to Large (Beneficial)



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
2b	Entrance to Wadmore Lane SZ 03251 82897	335m	Summer View (2022) A similar view to 2a, but at greater distance. The hotel is visible through a succession of field boundary hedges.	Receptors: Travelling residents Sensitivity: High (Residents)	Refer VP2a. Effects are reduced from this assessment due to distance. The overall effects will be similar to VP2a.	Receptor sensitivity: High Magnitude: Moderate to Large Significance category: Moderate to Large (adverse) Temporary Not significant	Receptor sensitivity: High Magnitude: Moderate to Large Significance category: Moderate to Large (slightly adverse Year 1)	Significance category: Moderate to Large (Beneficial)
2c	Bridleway SE22/38, south-west of Knoll House Hotel SZ 03084 83104	83m	Summer View (2022) Similar to 2a but looking NE more obliquely along the southern boundary. An open uninterrupted view towards the southern end of the hotel site. The Spa and swimming pool are clearly visible with the low buildings in the SE corner of the site in view. Roofs of the main building are just visible and the skyline is broken by groups of on-site Scots pine trees.	Receptors: Footpath users Sensitivity: High (Footpath users)	Changes to the view are illustrated in the CGI image in Appendix 6.5. Refer VP2a. Effects are reduced from this assessment due to distance. The overall effects will be similar.	Receptor sensitivity: High Magnitude: Moderate to Large Significance category: Moderate to Large (adverse) Temporary Not significant	Receptor sensitivity: High Magnitude: Moderate to Large Significance category: Moderate to Large (slightly adverse Year 1)	Significance category: Moderate to Large (Beneficial)
3	Bridleway SE22/23, west of Knoll House Hotel SZ 02618 83186	538m	Summer View (2022) A view looking due east from part of the footpath network crossing Godlingston Heath. The hotel is not visible. The on-site pine trees stand tall on the skyline.	Receptors: Footpath users Sensitivity: High (Footpath users/Visitors)	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 (slightly adverse) Temporary Not significant	Receptor sensitivity: High Magnitude: Negligible Significance category: Slight (Not adverse)	Significance category: Slight (Not adverse)



Viewpoint (Baseline panorama or photograph)		Distance to development (nearest point) from receptor viewpoint (m)		Receptor type and Sensitivity (to proposed development)	Visual changes resulting from the proposed development and recommended mitigation	Visual assessment Construction phase day and night	assessment Operational phase day and night	Significance of Residual Effects
4	View from Addlestone Rock: Bridleway SE22/24, south-west of Knoll House Hotel	755m	View looking NE from Addlestone Rock, a local beauty spot. The hotel is not visible. The on-site pine trees stand tall on the skyline. The wide expanse of Godlingston Heath occupies the majority of the view with the coastal developments at Sandbanks and Bournemouth in the distance.	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	sensitivity: High Magnitude: Minor to Negligible Significance	Receptor sensitivity: High Magnitude: Minor to Negligible Significance category: Slight (Not adverse)
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	sensitivity: High Magnitude: Moderate Significance	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (Beneficial)



Viewpoint (Baseline panorama or photograph)		Distance to development (nearest point) from receptor viewpoint (m)		Receptor type and Sensitivity (to proposed development)	Visual changes resulting from the proposed development and recommended mitigation	Visual assessment Construction 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	F f f s s T t t	Winter View (taken 2018) & Summer View (2022) A similar view to VP4 but taken from the highest point above Addlestone Rock. This is part of the cotpath and not an obvious resting place with Addlestone Rock just a short walk further down the clope. The roofs of the north end of the hotel complex are partially visible as a minor element, set amongst rees 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.	Sensitivity: High (Footpath users)	Changes to the view are illustrated in the CGI image in Appendix 6.5. A similar view to VP5b. Description of the effects upon visual receptors and recommendations to reduce these effects is similar to that description. This hotel site is slightly more open from this view and the role of the planting along the southern boundary more important in reducing the visibility of this part of the site from this viewpoint.	Magnitude: Moderate Significance category:	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (Beneficial)	Receptor sensitivity: High Magnitude: Moderate Significance category: Moderate to Large (Beneficial)

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		Significance of Residual Effects
	View from Bridleway SE22/12	2268m	Winter View (taken 2018) A long-distance view from	Receptors: Footpath users	Changes to the view are illustrated in the CGI image in Appendix 6.5.	Receptor sensitivity: High	Receptor sensitivity: High	Receptor sensitivity: High
	Studland Hill		Studland Hill. The view is dominated by pasture in the	Sensitivity: High	From this (and similar) viewpoint(s) the most direct (perpendicular) view of the	Magnitude : Moderate	Magnitude : Moderate	Magnitude : Moderate
	SZ 04386 81347		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.		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 mat shine towards the receptors. Inherent design mitigation has addressed this risk,	Significance category: Moderate to Large (slightly adverse) Temporary Not significant	Significance	Significance category: Moderate to Large (Beneficial)
					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.			

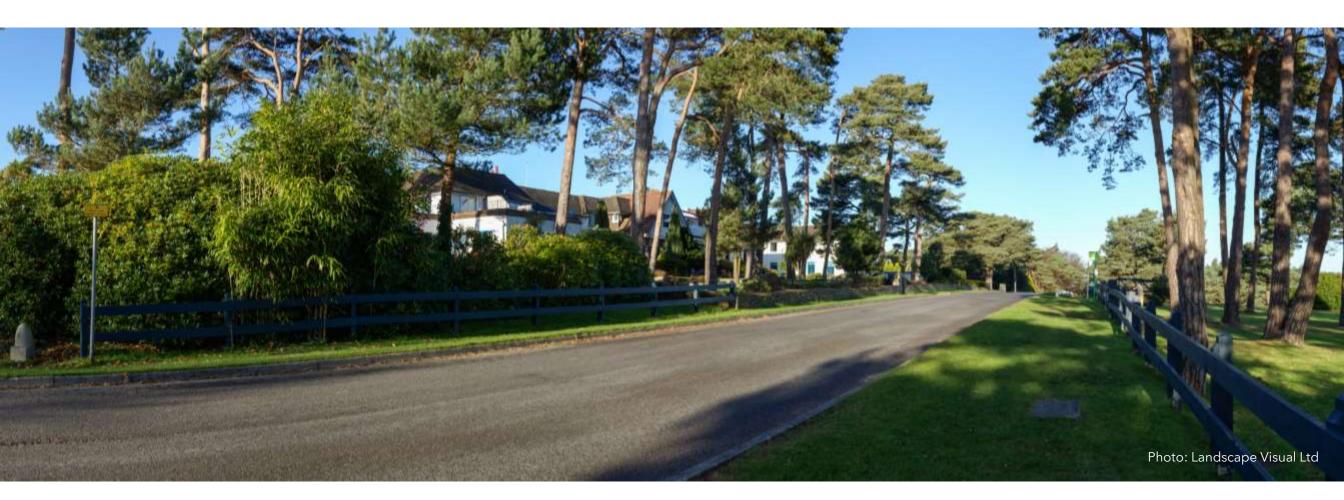


Viewpoint	Location	Distance to development	Baseline view characteristics	Receptor type and Sensitivity	Visual changes resulting from the proposed development and	Visual assessment	Visual assessment	Significance of Residual Effects
(Baseline		(nearest point)			recommended mitigation			
panorama or photograph)		from receptor viewpoint (m)		(to proposed development)		Construction phase day and night	Operational phase day and night	
7c	Ballard Down Bridleway SE3/6 SZ 03347 81303	2008m	A similar view to 7b but taken from a position further west along the Purbeck Way. The view is less dominated by Studland village than apparent from VP7b and the hotel site is less visually connected to other built development where it reads as a minor white and red element set amongst trees, This panoramic view is dominated by pasture, sky and sea with the heathland as a narrow band in the	Receptors: Footpath users Sensitivity: High (Footpath users)	Changes to the view are illustrated in the CGI image in Appendix 6.5. In a similar way to the view from VP7b the design changes from the previous application will be most apparent although slightly less so that the perpendicular view from the eastern end of the Purbeck Way. Assessment and recommendations for mitigation is as described in VP7b.	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)
8	South West Coast Path, Old Harry Rocks, Handfast Point - Bridleway SE22/9 SZ 05433 82469	2400m	middle distance. 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)
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.		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)



Viewpoint (Baseline panorama or photograph)		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		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)	(Not adverse)





Viewpoint 1: Distance to proposal: Grid Reference Eastern road verge of Ferry Road, adjacent to site entrance to Knoll House Hotel 15m to proposed development site boundary SZ 03173 83268















Viewpoint 2a: Distance to proposal: Grid Reference Bridleway SE22/38, south of Knoll House Hotel 105m to proposed development site boundary SZ 03155 83100





Viewpoint 2b: Entrance to Wadmore Lane

335m to proposed development site boundary SZ 03251 82897 Distance to proposal: Grid Reference







Viewpoint 2c: Distance to proposal: Grid Reference

Bridleway SE22/38, south-west of Knoll House Hotel 83m to proposed development site boundary SZ 03084 83104







Viewpoint 3: Distance to proposal: Grid Reference Bridleway SE22/23, west of Knoll House Hotel 538m to proposed development site boundary

SZ 02618 83186

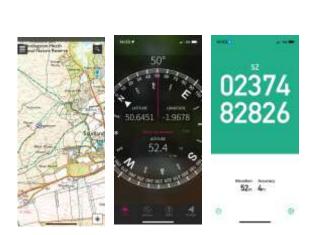






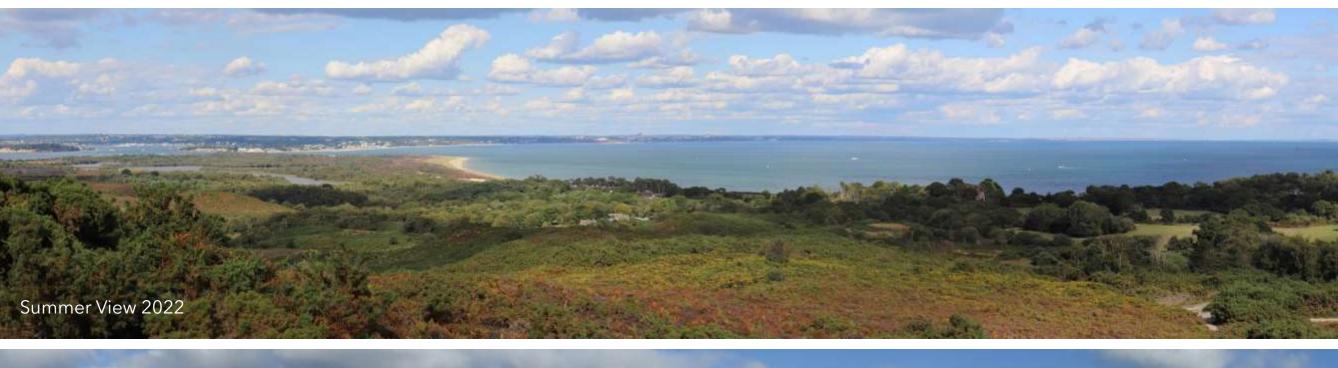
Viewpoint 4: Distance to proposal: Grid Reference

View from Addlestone Rock: Bridleway SE22/24, south-west of Knoll House Hotel 755m to proposed development site boundary SZ 02618 83186











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













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









Viewpoint 7b: View from Bridleway SE22/12 Studland Hill

2268m to proposed development site boundary SZ 04386 81347 Distance to proposal: Grid Reference





Viewpoint 7c: Distance to proposal: Grid Reference Ballard Down Bridleway SE3/6, south of Knoll House Hotel

2008m to proposed development site boundary

SZ 03347 81303







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





Viewpoint 9: Distance to proposal: Grid Reference

Winter View 2018

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







Photo: Landscape Visual Ltd



Viewpoint 10: View from obelisk western end of Ballard Down SE22/14: SE3/4

Distance to proposal: 2074m to proposed development site boundary

Grid Reference SZ 02232 81307









Viewpoint 11b:

Distance to proposal: Grid Reference Viewpoint 11b: Sand dunes west of litter bins on Knoll Beach, adjacent to Footpath SE22/1, part of the SW

Coast Path

1000m to proposed development site boundary

SZ 03504 84336





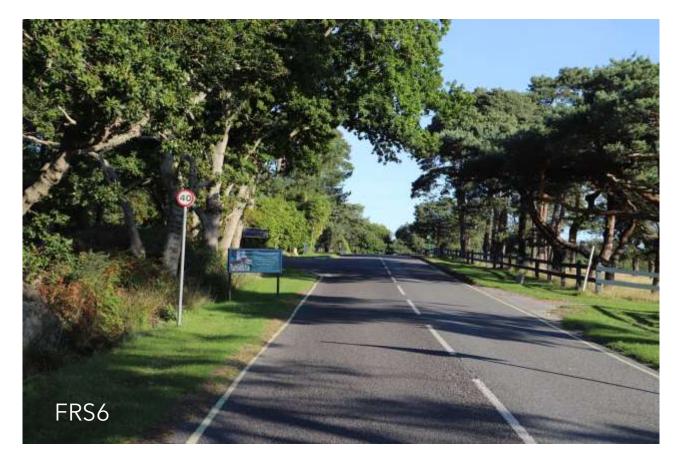






Sequence of views **travelling north** from Studland along Ferry Road

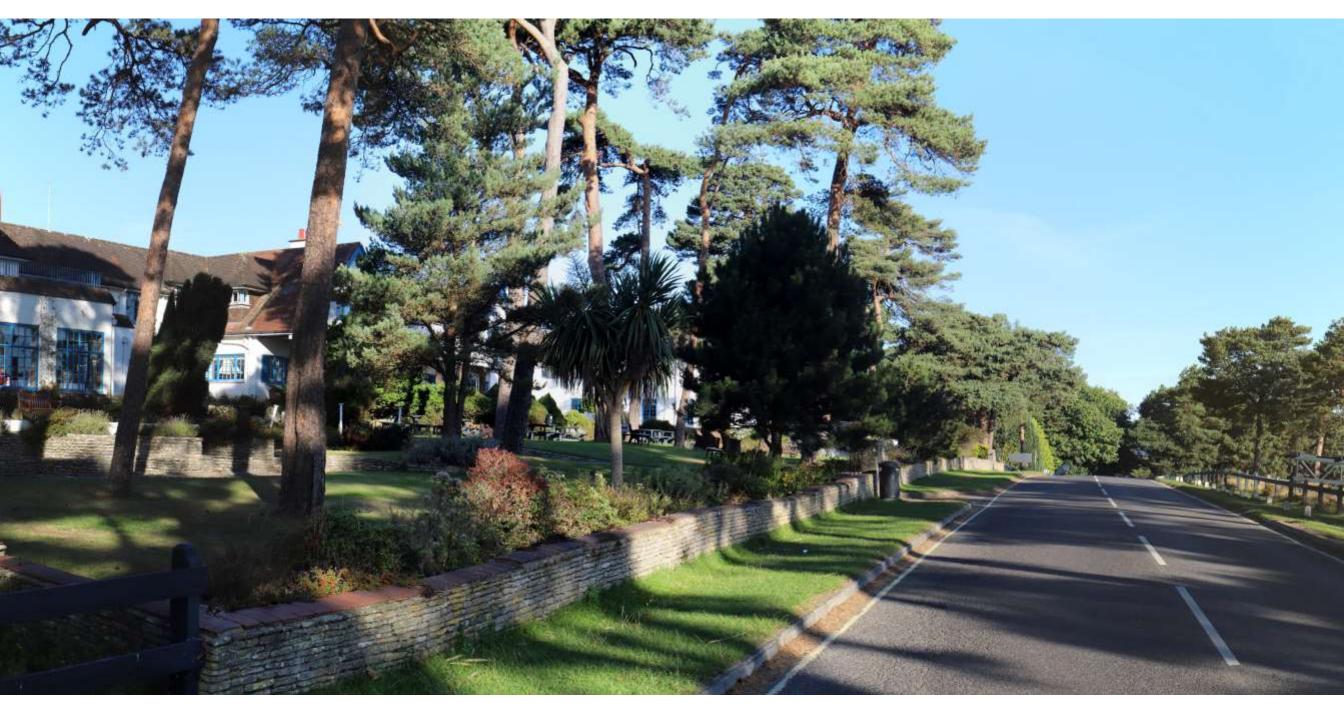






Sequence of views **travelling north** from Studland along Ferry Road





Sequence of views **travelling north** from Studland along Ferry Road: FRS8



Sequence of views **travelling north** from Studland along Ferry Road: FRS9



Sequence of views **travelling north** from Studland along Ferry Road: FRS10





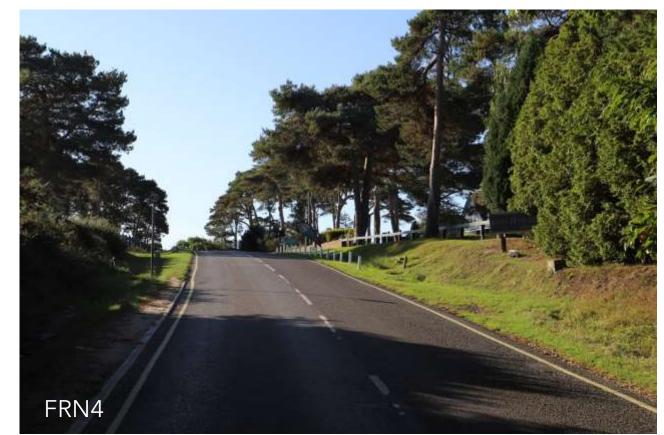
Sequence of views **travelling north** from Studland along Ferry Road: FRS11











Sequence of views **travelling south** from along Ferry Road





Sequence of views **travelling south** from along Ferry Road: FRN5





Sequence of views **travelling south** from along Ferry Road: FRN6



Sequence of views **travelling south** from along Ferry Road: FRN7





Sequence of views travelling south from along Ferry Road: FRN8





Contextual perpendicular view of east elevation of the hotel. For use by hotel guests. No public access to this viewpoint location.

