

**THE ALBION HOTEL
FRESHWATER BAY
FRESHWATER
PO40 9RA**



DESIGN, PLANNING AND HERITAGE STATEMENT

REV B 15.02.24

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DESIGN, PLANNING & HERITAGE STATEMENT

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DESIGN, PLANNING & HERITAGE STATEMENT

1. INTRODUCTION AND PROPOSAL

- 1.1 This design, planning & heritage statement has been prepared by Modh Design Ltd to support proposals for the extensions to the existing hotel to form a spa building, along with car park alterations and solar panels at The Albion Hotel, Freshwater Bay. This statement outlines proposals, site history and other considerations in relation to the proposals.
- 1.2 This statement is written in support of this application, with reference to the appropriate site designations & local and national planning frameworks as well as the necessary justification for the proposal.

AERIAL VIEW OF THE SITE (SITE SHOWN FOR REFERENCE) – GOOGLE MAPS 2023



2 SITE DESIGNATIONS

- 2.1 The site is located within a Conservation Area, denoted as Freshwater Bay within the Local Plan.
- 2.2 The Albion Hotel building is **not** Listed.
- 2.3 The site is within the Tennyson Heritage Coast.
- 2.4 The site **is** in an AONB.
- 2.5 A small area of the site is located within Flood Zone 2 & 3.

2.6 FLOOD RISK STATEMENT:

- 2.6.1 The site partially lies within Flood Zone 2 with very small areas located within Flood Zone 3.
- 2.6.2 The greatest risk of flooding for the areas shown as flood zones within the site are as a result of tidal and coastal flooding.
- 2.6.3 Flood zones are subdivided as follows: -
- 2.6.4 **Flood Zone 1** – Low Probability. This zone comprises of land assessed as having a less than 1:100 annual probability of river or sea flooding. Within this context all uses of land are appropriate.
- 2.6.5 **Flood Zone 2** – Medium Probability. This zone comprises of land assessed as having between a 1:100 and 1:1000 annual probability of river flooding or between a 1:200 and 1:100 annual probability of sea flooding in any year. As determined by the Technical Guidance appropriate uses within this zone include water compatible, less vulnerable, and more vulnerable uses. Highly vulnerable uses are only appropriate if the exceptions test is passed.
- 2.6.6 **Flood Zone 3a** – High Probability. This zone comprises of land assessed as having a 1:100 or greater annual probability of flooding, or a 1:200 or greater annual probability of flooding from the sea in any year. Appropriate uses include water compatible and less vulnerable uses of land. Highly vulnerable uses should not be permitted in this zone. More vulnerable uses and essential infrastructure should only be permitted if the exceptions test is passed.
- 2.6.7 **Flood Zone 3** – Functional Flood Plain. This zone comprises of land where water has to flow and to be stored in times of flood. The Technical Guidance defines that appropriate uses comprise of water compatible uses and essential infrastructures listed in table 2. Essential infrastructure in this zone should pass the exceptions test.

FFL & LOCATION OF DEVELOPMENT ON THE SITE

- 2.7 The proposal for the Spa building and car park is in line with the existing usages of the Hotel and does not have permanent habitable accommodation located within any of the flood zone areas.
- 2.8 The proposed usages of the development are to be for Spa services such as massages and beauty treatments with a space for gym classes. The development will be occupied with members of staff who will be aware of the potential flood risk to the overall site and any procedures should there be an increased risk of flooding. More details of this are provided below.
- 2.9 The FFL are in line with existing FFL set by the building and any proposed extensions are set on the first floor of the building which are set higher than surrounding spot levels of the car park therefore reducing any risk of the impact of flooding.
- 2.10 The proposed FFL of the Spa building is **7.490** with ground floor FFL's ranging 3.607 for restaurant areas to 4.468 for existing accommodation. Spot levels from the existing site (seaward edge) range from 2.896 to 4.043 situating the FFL of the development over 3.5m to 4.5m above the existing site levels within the red line boundary. Outside of the red line boundary, the sea wall defences have an increased height to the public footpath.
- 2.11 The proposed Spa building is **located outside of the Flood Zone** with all other aspects of the application within the Flood Zone being considered and subsequently approved within the submitted application **23/00610/FUL & 23/01837/RVC**. The location of the Spa development is set, on average, over 40m away from the tidal wall resulting in the proposed development of the spa and car park

out of the Flood Zones in its entirety or risk of large waves. This is again confirmed by the attached Flood Zone maps from both the Isle of Wight Council Core Strategy and the Environmental Agency. For ease of identifying the proposal in situ, the block plan has been included on FIG.C.

CLIMATE CHANGE

- 2.12 Whilst the potential effects of climate change are acknowledged and climate allowances detailed below, with the location of the Spa building on site and its proposed FFL, its impact upon this proposal will be limited, even considering the revised climate change allowances published by the EA. As demonstrated by the attached Table FIG.D and the Isle of Wight being located within the Southeast on the River Basin District Map, the increase Sea Level from 2000 to 2125 at the Upper End is predicted to be 1.6m. The FFL of the development is still considered acceptable at 7.490 as this is still set significantly above the 1:200 event 2125 predictions.
- 2.13 With the location of the proposal being set behind the existing three storey element, increased wave heights during storm surges are not relevant for the development.
- 2.14 It is with these points, as well as intended use of the development that over its lifetime, that this location should be suitable for development and the risk to life and users is far negligible given the location of the existing hotel.

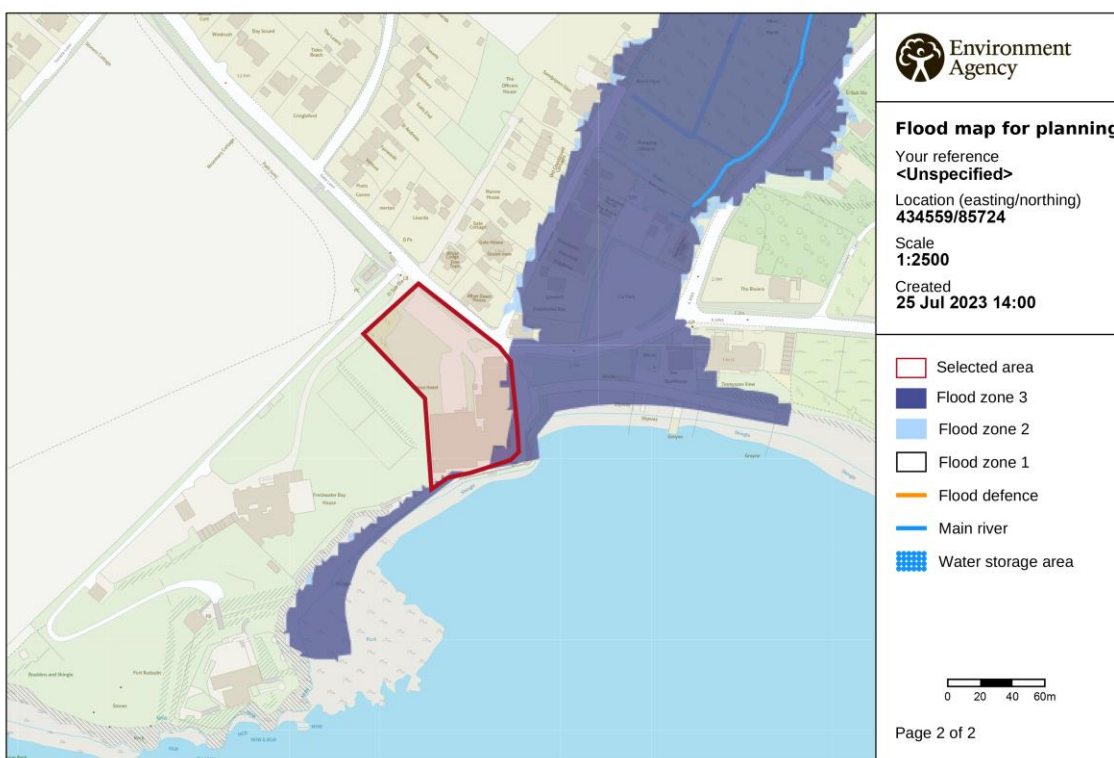
FLOOD EMERGENCY PLANNING

- 2.15 Despite the development area being located outside of the flood zone, appropriate mitigation and monitoring methods will be implemented for the Hotel in the event of Flood warning including:
- 2.15.1 The inclusion of on-site managers accommodation for the Hotel Managers approved within **23/00610/FUL** will ensure that in the event of increased risk of flooding, there will be a manager on site to assist with all residents. It is recommended that the Albion Hotel registers with the Environment Agency's Floodline Warnings Direct for direct alerts by phone, text and email when there is an increased risk of flooding. If management or residents of the hotel or spa become aware of high rainfall and/or particularly stormy sea conditions, it is advised that they report it to the Hotel Manager who will report it to the Environmental Agency.
- 2.15.2 Updates on weather predictions including severe weather warnings can be found through Met Office online. Additional sources of information include local radio stations and TV stations such as Isle of Wight 102FM and 107FM, BBC Radio Solent 96.1FM, Ocean Radio 96.7FM, Wave Radio 105.2FM, BBC South, ITV Meridian. These will be monitored by the Hotel Managers and the staff at the Albion Hotel, including the Spa staff, for updates on weather warnings.
- 2.15.3 In the event of a severe weather warning for the area, the Albion Hotel will ensure guests are made aware prior to booking and aware of the safety procedures. If such weather warnings are received to be dangerous to life, The Albion Hotel will ensure all guests, to the best of their ability, have bookings amended and reservations cancelled to reduce possible numbers of guests on site. Those present on site will be in SF rooms outside of the Floodzone if possible.
- 2.15.4 Compliant Part M access is provided for the development of the Spa building with additional fire exits for Part B that can serve as dry, direct escape routes to the highest land level within the Albion Hotel Grounds outside of the Flood Zone. Direct access to the Second Floor is achieved through the hotel with a FFL of 10.310, well above the Climate Change allowance in the event of severe flooding.
- 2.15.5 The development of the Spa building will be subject to opening hours set by the Albion Hotel and under management by the Albion Hotel. Guests will not be permitted into this area outside of opening hours.
- 2.15.6 The development will be occupied with members of staff who will be aware of the potential food risk to the overall site and any procedures should there be an increased

risk of flooding during the opening hours of the Spa. As many of the treatments will be booked through the Albion Hotel or have a member of staff present, if there is a Flood warning present, the Albion Hotel will do its utmost to ensure amend bookings and alter the Spa opening hours during the duration of the warning to protect guests.

- 2.15.7 As detailed by EA, the Albion Hotel will do its utmost to ensure that these Flood risk procedures protect all that occupy the Hotel and will endeavour to remove guests prior to the event of flooding to reduce the risk and need for evacuation.
- 2.15.8 For additional information, please see the submitted Flood Warning and Evacuation Plan.

FIG A: EXISTING FLOOD MAP, ENVIROMENTAL AGENCY.



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FIG B: FLOOD MAP SHOWING LOCATION OF PROPOSAL, ENVIROMENTAL AGENCY.

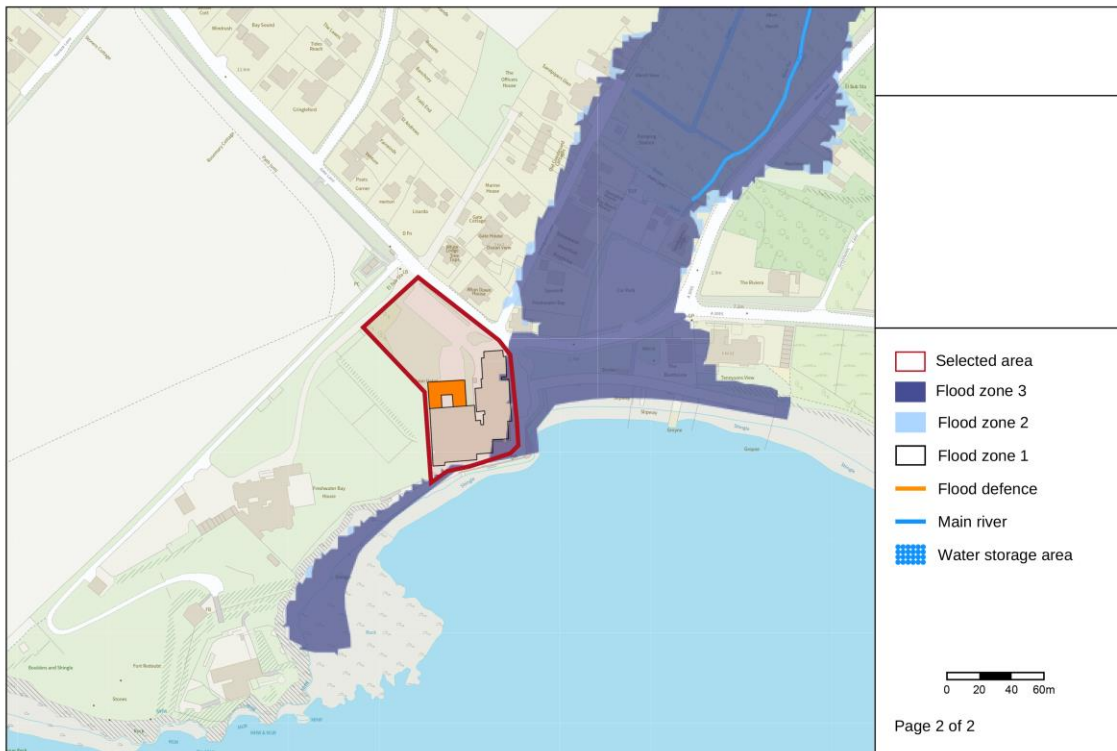


FIG C: ISLE OF WIGHT CORE STRATEGY FLOODZONES MAP.

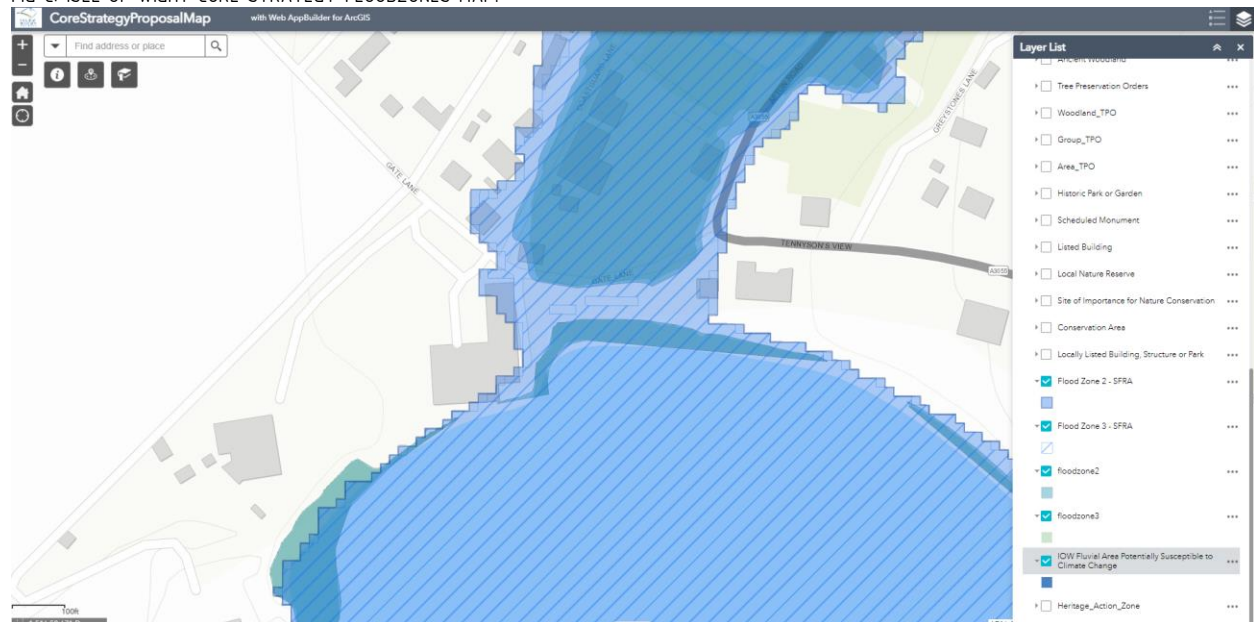


FIG D: SEA LEVEL ALLOWANCES, SOURCE GOV.UK

Table 1: sea level allowances by river basin district for each epoch in mm for each year (based on a 1981 to 2000 baseline) – the total sea level rise for each epoch is in brackets

<u>Area of England</u>	Allowance	2000 to 2035 (mm)	2036 to 2065 (mm)	2066 to 2095 (mm)	2096 to 2125 (mm)	Cumulative rise 2000 to 2125 (metres)
Anglian	Higher central	5.8 (203)	8.7 (261)	11.6 (348)	13 (390)	1.20
Anglian	Upper end	7 (245)	11.3 (339)	15.8 (474)	18.1 (543)	1.60
South east	Higher central	5.7 (200)	8.7 (261)	11.6 (348)	13.1 (393)	1.20
South east	Upper end	6.9 (242)	11.3 (339)	15.8 (474)	18.2 (546)	1.60

3 SITE DESCRIPTION

- 3.1 The Albion hotel is an existing building which has a rich history within Freshwater Bay. The hotel, throughout the years has had various extension which form the current building at present.
- 3.2 The hotel is currently closed for the proposed renovations and alterations subject to the planning consent. Internal strip out works have commenced to bedrooms, ensuites, corridors etc, please note none of the works currently underway internally require planning consent as these are cosmetic only.
- 3.3 As existing, The Albion has a public bar with seating, dining areas, 41-guest bedrooms, and a swimming pool facility.
- 3.4 The building is a mix of three stories across the site with terraces and balconies on the East & South elevations.
- 3.5 Materials are predominantly painted render with either slate or asphalt roofs. The windows and doors are white uPVC with metal balustrades.
- 3.6 Given its coastal location, the Hotel benefits from panoramic sea views with views also across to Tennyson Down.
- 3.7 As a prominent feature in Freshwater Bay and due to the Coastal location, the building is in much need of renovation and repair to sustain the future of the business and longevity of the building.
- 3.8 Access to the Albion is via the main entrance located off Gate Lane. Within the site, an existing car park accommodates approx. 52 cars.
- 3.9 It should be noted that although the number of spaces is listed above, the spaces do not conform with current Island Road guidance with a minimum of 6m distance between spaces, nor is there cycle parking or disabled parking bays.
- 3.10 The car park is privately owned by the Albion Hotel with public access restricted with a ticket machine for non-hotel guests.



SOUTH AREIL VIEW OF SITE



EAST AREIL VIEW OF SITE



VIEW OF FRESHWATER BAY FROM SOUTH ROOF TERRACE

4 HERITAGE STATEMENT

4.1 SURROUNDING CHARACTER

4.1.1 The rich and diverse character of The Gate Conservation Area within Freshwater is detailed below:

4.1.1.1 *"A beautiful and sublime landscape provides the backdrop to this picturesque watering place, a popular destination for walkers and tourists alike. The area is characterised by its Victorian buildings and its strong coastal and military historical links. Open to the elements; the area can dramatically transform from a still and tranquil bay to a dramatic stormy seaside scene. The promenade lines the seafront and provides access to the beach, a popular spot for sun-seekers.*

(Extract from Freshwater Conservation Character Appraisal)

4.1.2 The Conservation Area has a wide range of materials, with The Gate Character area predominantly featuring render or brick.

4.1.2.1 *"The coastguard cottages are red brick with yellow brick dressings. Many of the larger properties have painted brickwork or render, with raised render quoins. Some houses have random Island stone walls on their side and rear elevations. Roofs are predominately slate."*

(Extract from Freshwater Conservation Character Appraisal)

4.1.3 Of the height, mass and form of The Gate Character Area, it is noted that:

4.1.3.1 *"Small coastguard cottages are of two storeys and terraced. Larger hotels and villas are detached and of two or three storeys. Roofs are generally steeply pitched although some modern bungalows and extensions have shallow pitched or flat roofs. The form of the military defences can clearly be seen in Fort Redoubt.*

(Extract from Freshwater Conservation Character Appraisal)

4.2 SITE HISTORY

4.2.1 The below text is provided by the Albion Hotel detailing the extensive and rich history the hotel has within Freshwater Bay.

4.2.2 *The Albion's history is as rich and colourful as the Isle of Wight's itself. It's unique location below Tennyson Down; a cove sheltering flimsy boats from the South West blows; and a Southerly aspect with many caves to tuck into, away from prying eyes, all made this an ideal spot for a hostel.*

4.2.3 *Being the only safe haven on the South Coast of the island, with an abundant supply of fresh water, also meant it quickly became a popular victualing stop before crossing the channel. It became so important that Fort Redoubt above was built to protect the bay from the enemy.*

4.2.4 *Trade was good, and so two inns were established in the early 1700s: The Mermaid Inn to the east and the Cabin, as it was known to the smugglers, to the west. No-one is sure which came first, but you can be sure they would have vied for the trade of fishermen and smugglers alike.*

4.2.5 *Little is known of the history of these two inns during the 1700s other than the usual local tales of smuggling and wrecking of ships trying to round the Needles. Thomas Rowlandson painted the bay and the two inns in 1791, so we have some idea of what they may have looked like by then.*

4.2.6 *It was not until Victorian times that The Royal Albion was born, with the new bigger hotel being built directly facing the South, adjoining the old Cabin. It is at this point in its*

- illustrious history that Queen Victoria is believed to have stayed, whilst supervising the build of Osborne House.*
- 4.2.7 *This put the Royal Albion and Freshwater Bay firmly on the map for the smart Victorian set. They may have stopped smuggling by then, but the views and afternoon sun made it an ideal place to sit on the beach and enjoy the bathing machines lining the bay's sandy shores. Fashionable visitors flocked to Freshwater Bay and the Royal Albion became firmly established.*
- 4.2.8 *During the 1900s the Royal Albion saw many changes on the world stage, stamping their mark indelibly on its future. At some point in the early 1900s we believe the Albion bought the Mermaid Inn and infilled the gap to make the extended hotel.*
- 4.2.9 *What happened to the hotel during the wars is a little murky and we would ask anyone who has any details, or stories to please let us know.*
- 4.2.10 *During the 1940s and 50s post-war middle classes, looking to be treated after two wars and a deep recession came to enjoy Freshwater as they did to much of the rest of the Isle of Wight.*
- 4.2.11 *The 1960s saw the Albion, as it was known by then, come alive again, not least because of the two-week mandatory holiday introduced into the UK and the popularity of the Isle of Wight and its micro-climate as one of the sunniest places in the UK. By the end of the decade, the Albion became part of the once-a-year event that rocked the south coast - the Isle of Wight Music Festival.*
- 4.2.12 *Many stars, as well as fans, flocked to the Albion towards the end of the 60s and into the 70s. The only thing that stopped the Isle of Wight festival becoming bigger than Glastonbury was an act of parliament banning large festivals on the island - why? Because they were so wild. But whilst they ran, the Albion played host to many of the festival stars.*
- 4.2.13 *John Giddings started up the Isle of Wight Festival again in 2002 and since then, the festival has become a major UK event every year. The next few years promise to be bigger still and we hope to see some of the bands back in the bar winding down after a hard day at the festival when we are open next year.*
- 4.2.14 *So the last 300 years have seen the legendary smugglers and fishermen of the 18th century; a young Victoria and her entourage; two world wars; recessions; storms; festival revellers and bands as well as the many holidaymakers. This building has seen tears of sadness and joy; stories you would not believe; the rich and famous and not-so-famous. If the walls had ears, they would burst with what they know... yet they may never give up all their secrets.*

SKETCH OF THE ORIGINAL BUILDING UNKNOWN.

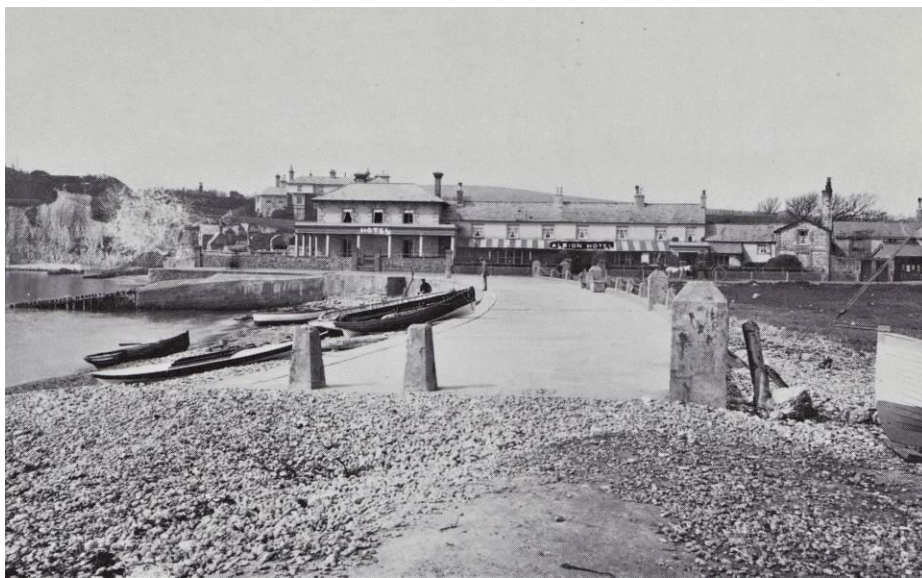


Albion Hotel, Fresh Water Gate.

PHOTOS & SKETCHES OF THE ALBION EVOLUTION DATES UNKNOWN.



Albion Hotel, Fresh Water Gate.



5 DESIGN PROPOSALS & USAGE

PROPOSAL:

5.1 The hotel is proposed to be renovated to a high standard, internally and externally with improvements as follows under the reference number **23/00610/FUL & 23/01837/RVC**.: Construction on this area of the permission is in progress. The following list is highlighted here as a round up of the alterations proposed to the hotel as a whole. This application is for the Spa building, car park alterations and proposed solar panels only.

- 5.1.1 Proposed external material improvements such as decking changes, balustrade changes and a new parapet detail. This parapet will mainly focus on the single storey of the east and south elevations. Second floor balustrade on the south elevation are to be extended to provide improved external guest spaces.
- 5.1.2 Proposed windows and new window designs are being applied to the North, East & South elevations.
- 5.1.3 Small extension to the bar area is to be located on the southeast corner of the hotel encapsulating the best views of freshwater bay with external terraces.
- 5.1.4 Small extensions to the North-West service area for better operational use and for a manager's accommodation unit.
- 5.1.5 Internal alterations for the improved flow and use of the hotel, both for guests and from an operational aspect.
- 5.1.6 A large percentage to the proposed works will encompass a full internal refit to include upgraded bedrooms, lighting, furniture etc. Designs for this element are currently being undertaken and evolved by local practice Vivus Interiors.

BEROOM CONCEPT SKETCHES BY VIVUS INTERIORS.



OPENING & EMPLOYMENT:

- 5.2 The Albion Hotel is proposed to be open all year round. This will provide much needed employment within the area and access to facilities for local members of the community.
- 5.3 Within the spa application, additional employment opportunities would become available to a wider sector, along with the redevelopment of the hotel as a whole.

DESIGN CONSIDERATIONS:

- 5.4 The proposed appearance of the Spa building at the Albion Hotel has been informed by the rich history of the building, relating to the historic elements that have been lost throughout the years and with the intention to tie modern proposals into the main Hotel building.
- 5.5 The proposed parapet banding detail is to provide a strong horizontal line to the spa and neaten up the existing pool building. With the proposals being approved under the ref **23/00610/FUL & 23/01837/RVC.**, the banding parapet detail is consistent across the hotel proposals and the aims to bring unity across all aspects.
- 5.6 The layout has been considered with a central courtyard space accessible by the Spa and pool building. Soft landscaping with a water feature and low maintenance planting is to be incorporated into the courtyard to soften the appearance when viewed from above and to give a better outlook from the spa and pool. This is proposed to be glazed with a glass roof to allow users of the Spa to access the courtyard year-round. The space will be planted to provide a peaceful area that is covered from the elements.
- 5.7 Impact on the AONB has been considered with many of the openings being sat beneath a roof overhang. Although covered with a glass roof, the courtyard will remain as an 'external' space with indoor appropriate planting. Lighting has been submitted with this revised application to reduce any impact in line with the Dark Skies Policies and guidance. Although covered, the glazed roof will have no additional impact on the Dark Skies due to the lighting strategy submitted. Any new or replacement external lighting will be in accordance with guidance set out for dark skies with the AONB. Nearly all windows are proposed to be within the courtyard area of the Spa, under an overhang, reducing any impact on the AONB.
- 5.8 Solar panels are proposed on the spa roof to bring more sustainable energy into the hotel.

IMPACT ON STREET SCENE

- 5.9 The materials proposed on the spa building follow those listed in the application **23/00610/FUL** and aim to read as a sympathetic extension of the main building rather than an after-though add-on. Painted render walls are proposed with the same colour palette of the main hotel building, along with the matching parapet detail. It is noted within the Freshwater Conservation Area Appraisal that rundown buildings with lack of maintenance can significantly and negatively impact the appearance of the Character Area as a whole.
- 5.10 The location of the Spa building within in the site has been considered to reduce additional mass on the street scene. By locating the Spa building adjacent to the Pool building, the impact on the street scene from the East and South elevations are minimal. The Spa building is then set to read as part of the main massing of the building, with the addition of the central courtyard to break up roof massing, and have less of an impact on the Conservation Area.
- 5.11 Proposed materials are in line with the existing materials present on the building and those set out within the Conservation Area Appraisal. The materials intend to tidy up, brighten up and rejuvenate the hotel therefore improving the overall appearance of the street scene, surrounding area and become a beacon of positive regeneration for the Freshwater Bay area.

ACCESS & FURTHER CONSIDERATIONS

- 5.12 Pedestrian access to the hotel is to remain as existing within this application.
- 5.13 The alterations to the car park form part of this application with the details of the parking numbers set out below as guided by the Isle of Wight Councils SPD 'Guidelines for Parking Provision as Part of New Developments' document:
 - 5.13.1 59 x Guest parking spaces
 - 5.13.2 3 x Disabled parking bay (2 x by reception entrance, 1 x spa entrance)
 - 5.13.3 3 x Electric car charging

- 5.13.4 2 x Motorbikes
 - 5.13.5 10 x Long stay cycle parking (covered & lockable)
 - 5.13.6 8 x Short stay cycle parking
- 5.14 Total car parking spaces available to the hotel are proposed to be 65 with 2 motorbike spaces and 18 cycle spaces available. The additional spaces will accommodate the increase in traffic to the site with the proposed spa building.
- 5.15 The Northern exit is proposed to be blocked in / restricted, with the main entrance set to be widened slightly to accommodate two passing cars.
- 5.16 The southern most entrance is proposed to have removable bollards for access to the new bin store only. The location of the bin store has been intentionally located to comply with guidance for refuse collection.
- 5.17 Landscaping breaks and planting is proposed to reduce the impact of the increased hardstanding as a result of the parking alterations.
- 5.18 The proposed parking complies with Island Roads guidance to allow at least 6m between spaces in contrast to the existing parking arrangements.
- 5.19 The car park will be restricted for use by the hotel guests only. As the hotel is proposed to be open all year round, the access to the car park will be required for guests and users of the spa. A public car park is available less than 100m away from the Albion and it should be noted that at present, the car park is privately owned with restricted use.

6 PLANNING POLICY

- 6.1 With special reference to the Conservation Area status of the application site, Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 imposes a duty on local planning authorities to designate as conservation areas any 'areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'. Section 69 also requires authorities to review their areas from time to time to see if further designation or alteration to existing designations is necessary.
- 6.2 Planning Policy Guidance: Planning and the Historic Environment (PPG15) deals in some detail with the assessment and designation of conservation areas in section 4, and the adopted planning policy documents for the Island contain sections relating to development within such areas.
- 6.3 **NATIONAL PLANNING POLICY FRAMEWORK** outlines key areas of consideration, when developing the proposal for The Albion Hotel.
- 6.3.1 Local Authority should approach decisions on proposed development in a positive and creative way, working proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area.
 - 6.3.2 Local Authority decisions should ensure that new developments:
 - 6.3.2.1 will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
 - 6.3.2.2 are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
 - 6.3.2.3 are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
 - 6.3.2.4 establish or maintain a strong sense of place, using the arrangement of spaces, building types and materials to create attractive, welcoming and distinctive places to live;

- 6.3.2.5 optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green space) and support local facilities and transport networks.

6.4 **ISLAND PLAN CORE STRATEGY** highlights key areas for considerations when assessing the proposals for the project.

- 6.4.1 The principle of undertaking the application whereby the form, mass, scale and layout of the designs aim to preserve the character and appearance of the surrounding area, by sympathetically improving a significant building within the Freshwater Bay.
- 6.4.2 Impact upon the character and context of the surrounding area (within a Conservation Area) as a result of the layout, scale and design of the proposal, and the relationship of the proposal within context has been a principal driver for the design. The mass and form and material palette have been derived through analysis of the context and setting, to ensure the preservation and enhancement of the area.
- 6.4.3 Impact on neighbouring privacy and general amenity of neighbouring occupiers has been considered within the proposals.

6.5 **DM2 | DESIGN QUALITY FOR NEW DEVELOPMENT** promotes proposals for high quality and inclusive design to protect, conserve and enhance the existing environment whilst allowing change to take place.

- 6.5.1 The proposals are evolved from a considered interpretation of Policy DM2 and it is firmly considered that proposals utilise the potential of the site whilst paying regard to the constraints such as topography, adjacent buildings, views and other landscape features that contribute to the character of the area.
- 6.5.2 Special consideration has been made to ensure that the impact of neighbouring buildings, is minimal, whereby maintaining the screening already established on site. The alterations to the existing design have been considered to compliment and be more sympathetic to existing building.

6.6 **DM11 | HISTORIC AND BUILT ENVIRONMENT** states that proposals should protect, conserve and or enhance the Island's natural and historic environments, with notable consideration to the Conservation Area designation for the application site of the Albion Hotel.

- 6.6.1 The designs relate to the continued use, enhancement and enjoyment of a established local Hotel by extending the space afforded to the Hotel in a considered way. The overall visual improvement of the Hotel will enhance the reputation and positively contribute to the appearance and rejuvenation of Freshwater Bay as a whole.

6.7 Reference to the Freshwater Neighbourhood Plan has also been considered within the application. The proposal aims to comply with policies listed below through the sympathetic visual improvements to The Albion Hotel along with enhanced tourism opportunities and economic development opportunities:

- 6.7.1 **FNP1 – Sustainable Economic Growth**
- 6.7.2 **FNP 3 – Economic Development**
- 6.7.3 **FNP 5 – Tourist Destinations**
- 6.7.4 **FNP 6 – High Quality Development**
- 6.7.5 **FNP 8 – Night Sky**

7 PREVIOUS PLANNING

- 7.1 Relevant planning applications are as follows:
- 7.1.1 **P/01130/02** Demolition of single and 2 storeys building at northern end of hotel; construction of 3 storey extension to provide 15 bedrooms and bathroom suites; new entrance and associated office accommodation; alterations to improve existing bedrooms at 1st floor level, Granted: 11th Oct 2002
 - 7.1.2 Full Planning Permission under the planning reference **23/00610/FUL**, was submitted and approved with revisions under 23/01837/RVC. The proposal includes the extensions and alterations to the existing hotel described as: Proposed single storey extensions on west and south elevations; porch canopy; alterations to fenestration and balconies. Granted: 13th Dec 2023.
 - 7.1.3 Full Planning Permission under the planning reference number **23/00680/FUL** was submitted and validated 20/04/2023 for the Proposed landscape alterations to form terrace. This area is located to the East of the Hotel. Application Withdrawn.
- 7.2 No formal pre-application advice was sought for the planning application.

8 CONCLUSION

- 8.1 The proposed design aims to comply with the Isle of Wight Councils development policies, nationally and locally thus relating to the continued use, enhancement and enjoyment of a prominent hotel and improving the visual appearance.
- 8.2 The proposed Spa will have a minimal impact on the street scene and will follow the design of the hotel and therefore, have a positive impact on the Conservation Area are proposed with the design.
- 8.3 The positive effects of the proposal will improve Freshwater Bay as a whole with tourism, economic growth and employment opportunities.
- 8.4 We therefore commend this application for reasons contained in this report.