

Drumossie - Gateway

Tourism & Leisure Development

welcome

This is an opportunity to help prepare proposals for a tourism and commercial development on land immediately south of the New Drumossie Hotel, Inverness, adjacent to the B9177.

The Inner Moray Firth Local Development Plan allocates 2.4 ha. of land for development. The Highland-wide Local Development Plan contains policies which support tourism and tourist accommodation proposals. The land is owned by 3A Partnership.

The proposal concerns a **tourism and commercial development comprising holiday accommodation, related retail, leisure, catering and reception facilities, parking, servicing and landscaping.**

3A Partnership has lodged a Proposal of Application Notice in respect of the proposal. This *exhibition* is part of the statutory pre-application consultation process.

Please help to prepare a masterplan for these proposals. Take time to look at the exhibition material and discuss the proposals with us.

There is a comments form available for making representations. Please make your views known to us and return it either today in the post box provided or alternatively by post or e-mail to admin@ghjohnston.co.uk by 25th September 2015.



existing site : grassland, habitat & mature treed surroundings

3A PARTNERSHIP LTD

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Position & Site

POSITION

- a gateway location, adjacent to the A9, 3 km from the city centre with potential for strategic tourism and leisure uses. Recreational forest lies west of the A9 for outward-bound activities. Infrastructure connections are available at the urban edge

SITE

- sloping gently to the north. A remnant dyke system crosses the site. The natural pattern of drainage is served by ditches adjacent to the B9177. Shelter derives from neighbouring mature treed lines. The landscape edge to the A9 is weak, but the outlook is restricted
- the adjacent New Drumossie Hotel is a category B listed building. Parking and servicing is at the front and rear. A substantial extension - restaurant, bedrooms and leisure facilities - is approved in complementary form and scale. The hotel occupies mature parkland grounds. The approved extension allows the removal of trees

OBJECTIVES

- commercial/leisure uses should provide the option for synergy with complementary hotel facilities
- a critical mass of some 40-50 lodges/apartments is required for viability and the more intensive development should be directed to the lower reaches of the site
- respecting the building line of the listed building and field dyke system could give local heritage benefits and allow an extended development "footprint" whilst safeguarding the 150m policy buffer to the A9
- a strong framework is required to reinforce the parkland setting particularly towards the A9



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policy

The Inner Moray Firth Local Development Plan states:

Site: IN90 Land south east of Drumossie Hotel

Area (ha): 2.4 Uses: Business /Tourism

Requirements: Badger survey and transport assessment and any consequential mitigation; high standard of architectural design quality commensurate with tourist route prominence and to respect setting of Category B Listed hotel building adjacent

The Highland-wide Local Development Plan states:

Policy 43 Tourism

Proposals for tourist facilities will be assessed as to whether:

- the scale of the proposal is proportionate to its location/settlement;*
- the site is within a settlement boundary and whether it will complement existing/allocated tourist facilities within that settlement;*
- the proposal will increase the length of peoples stay, increase visitor spending or promote a wider spread of visitors;*
- the proposal will safeguard, promote responsible access, interpretation and effective management or enhancement of natural, built and cultural heritage features.*

Area local development plans will identify more specific opportunities for enhancement of existing tourism facilities and areas where a co-ordinated approach to tourism is needed

Policy 44 Tourist Accommodation

Proposals for tourist accommodation within settlement boundaries will be supported if the Council is satisfied that the proposal can be accommodated without adverse impacts upon neighbouring uses, complies with Policy 28: Sustainable Design and will not prejudice the residential housing land supply...

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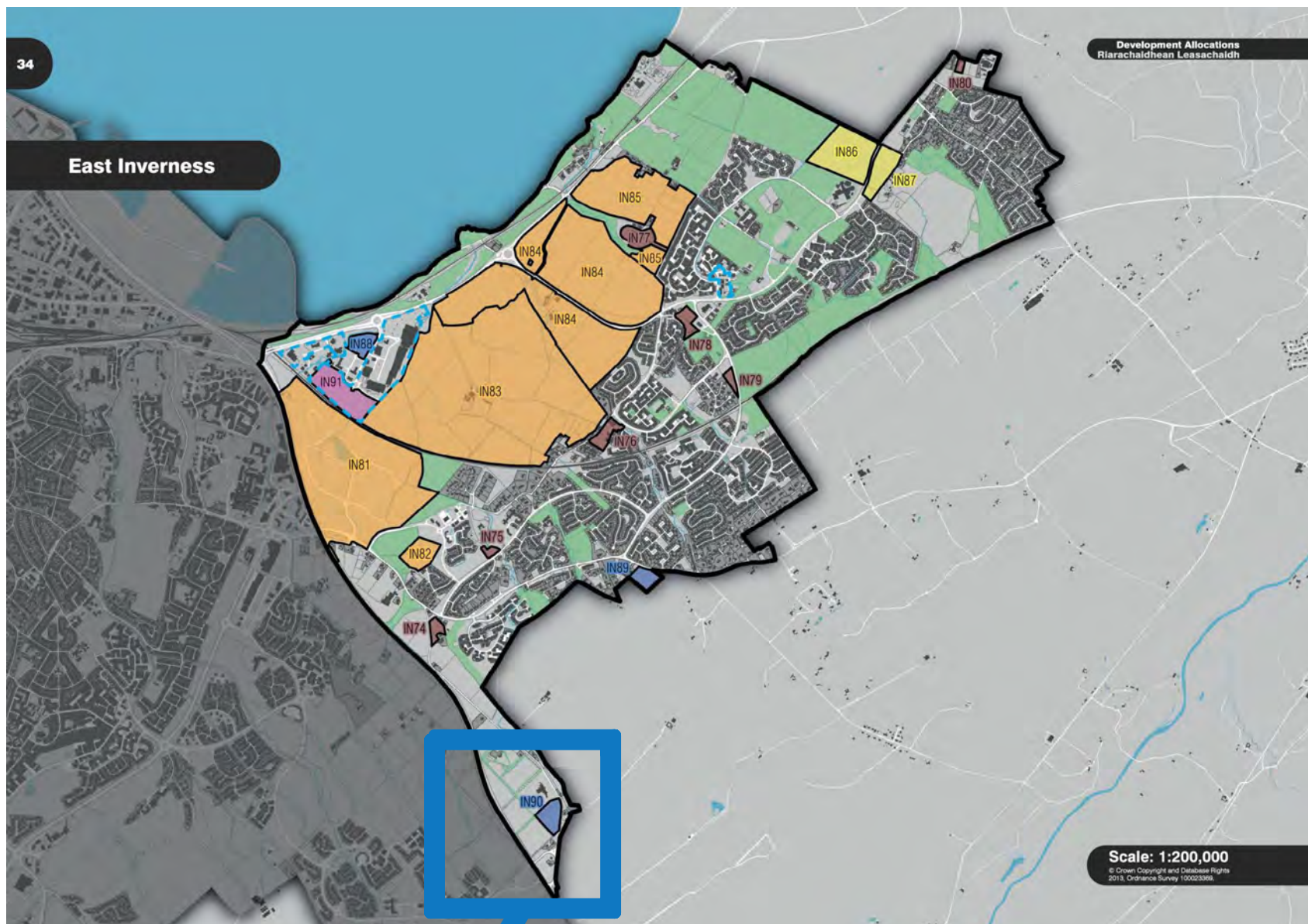


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policy

Inner Moray Firth Local Development Plan



location

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site analysis



PHYSICAL

- Site
- Existing Houses
- Cutting
- Field Dyke (Remnant)
- Steeper Slope
- Shallow Slope / Cross-fall

CONNECTIONS / CIRCULATION

- A9
- B9177
- o/h Electricity Line

AMENITY

- Views In
- Views Out
- Sun Path

GREENSPACE / LANDSCAPE

- Open Land
- Buffer
- Trees - Existing
- Trees - Indicative Trees
- Trees - (Approved Removal)

HERITAGE

- Listed Building
- Approved Extension
- Building Lines

Height / Form

- > 3 storey
- + 3 storey

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draft masterplan layout



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economic appraisal

MKA Economics has prepared an economic appraisal of the proposal. Their indicative findings (subject to final details) are summarised as follows:

Policy

"The proposals would expand the city appeal for tourism, expand quality accommodation, lengthen visits and increase expenditure; and in particular fill a market gap as regards accommodation..."

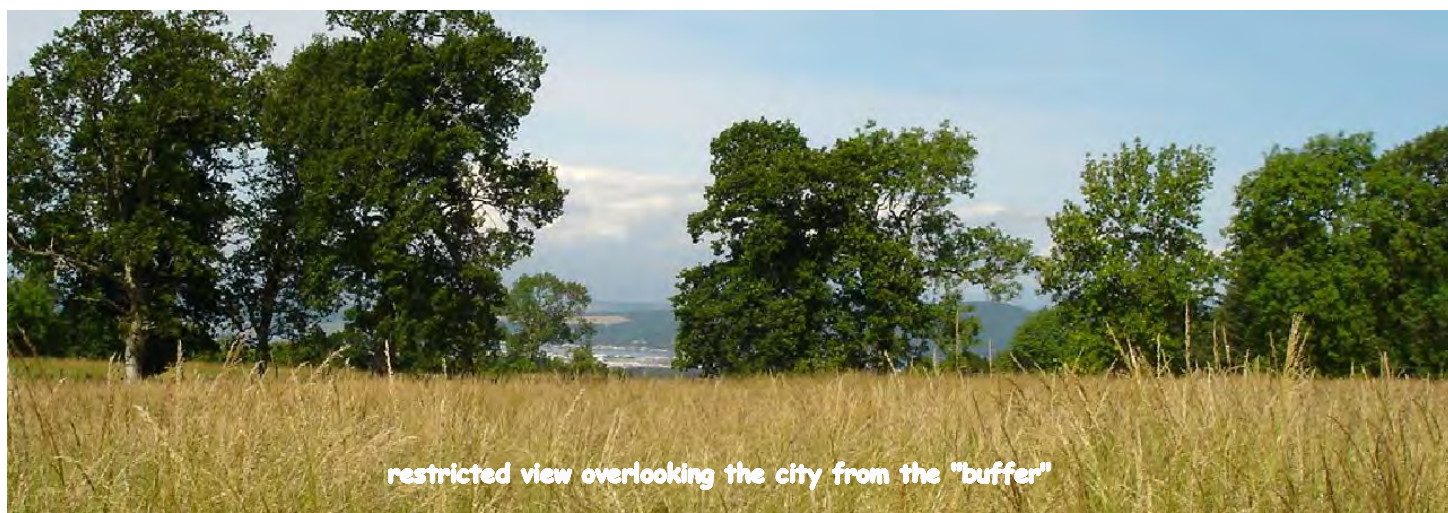
Market

"...there is an opportunity for more non-serviced/self catering provision in the visitor accommodation supply...market opportunity exists to develop a self catering development aiming for a four star accreditation..."

Economy

The proposed development is estimated to create upwards of 50 additional job opportunities across the economy. The economic value of onsite and offsite jobs generated will inject between £966k and £1.34m into the economy on an annual basis; and a further £5.4m will derive in the construction phase

"The proposal offers a high quality of accommodation and will strengthen the city's accommodation prospectus ...Higher quality self catering is known to attract higher value and longer stay visitors, which will generate greater levels of expenditure..."



restricted view overlooking the city from the "buffer"

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economic appraisal

Strategy

"The proposal is ideally placed at the city gateway to capture city/area based and A9 trade; it is well connected to the city and the wider central Highlands for day visits. It is a significant contribution to the city 'offer'. It complements a possible activity 'hub' with potential to interact with existing/expanding neighbouring hotel and visitor activity businesses"

Demand

"The proposal is designed to achieve a four star accreditation in the tourist accommodation market ...and ...strengthen the Inverness appeal by providing a wider offer to generate additional, longer and more valuable visits"

"The proposal is founded on the complementary mix of high class accommodation and a specialist 'niche' commercial underpinning...that ...are proven streams for viability in the sector..."



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market viability

MKA Economics has prepared an outline business case for the proposal. Their recommendations for market viability are:

- 20-25 premium self-catering lodges (two and three-bed units) and a further 20-25 (one bedroom semi-detached lodges/two-bed apartments)
- or
- up to 50 semi-detached and/or terraced units (one-bedroom semi-detached lodges/ two-bedroom apartments/ two/three bedroom detached lodges)
- supporting retail and food & drink facilities including 700sqm commercial floor-space together with reception/management and facilities accommodation and servicing
- a self-catering development achieved through an on-site marketing and management operation developer-led or joint venture; operated on the 'whole-ownership' and/or 'buy-to-let' model
- a phased development: with a focus on accommodation units as a first phase prior to commercial operations; and further phases of accommodation dependant on demand
- maximising synergy with the neighbouring hotel and other resorts



A9 and part of adjoining buffer



main access from B9177

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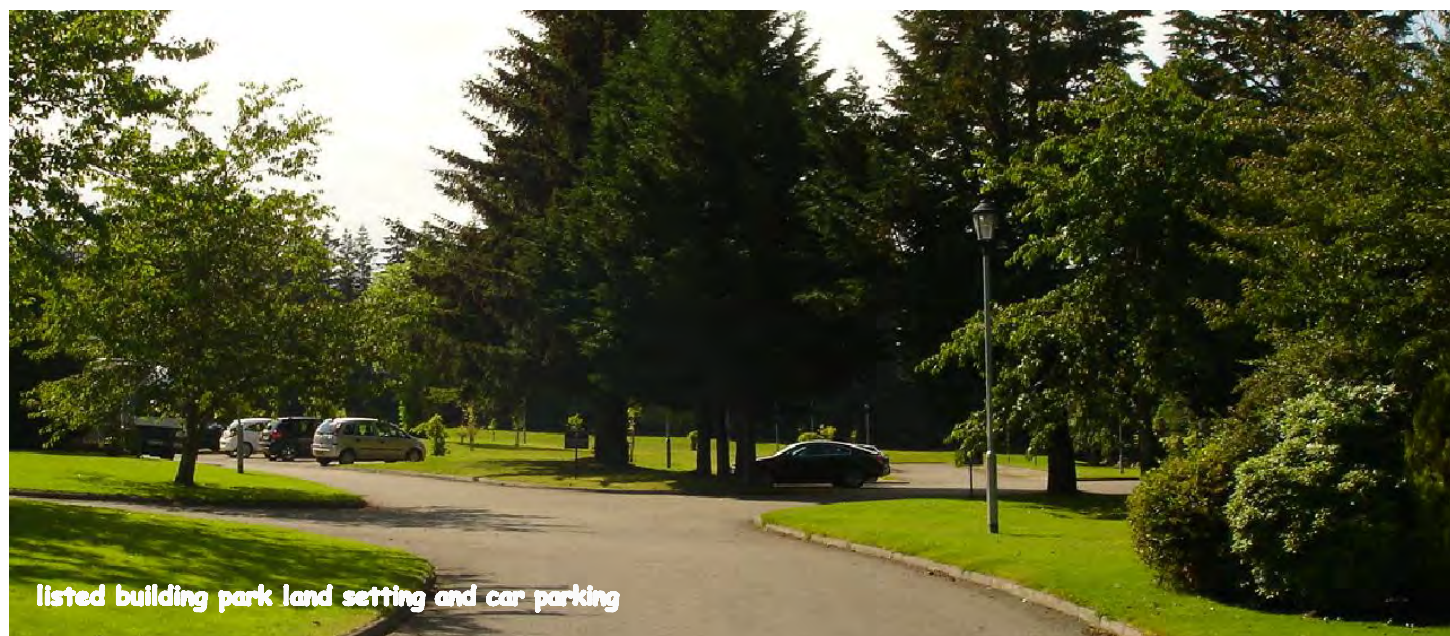
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next steps

Thank you for contributing. Please place the comments form in the post box provided. Alternatively, post or e-mail admin@ghjohnston.co.uk to reach us by Friday 25th September 2015.

All comments received will be considered carefully before the proposal is finalised and any planning application lodged.

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