

**Holiday Inn Express, Hotel, Bicester Gateway
Business Park, Wendlebury Road, Chesterton,
OX25 2BX**

19/02952/ADV

Case Officer: Sarah Greenall

Recommendation: Approve

Applicant: London and Regional Properties

Proposal: Various illuminated and non illuminated signage

Expiry Date: 14 February 2020

1. APPLICATION SITE AND LOCALITY

1.1. The application site consists of a triangular shaped piece of greenfield land to the south of Bicester set between the A41 and Wendlebury Road. The site forms part of the wider South West Bicester development with the new park and ride located to the south west and new housing, schools and Bicester Gateway retail park located to the north of the site. There are no listed buildings within close proximity to the site and it is not situated within a designated conservation area. There are no further site constraints directly relevant to this application.

2. DESCRIPTION OF PROPOSED ADVERTISEMENT(S)

2.1. Advertisement consent is sought for the erection of various illuminated and non-illuminated signage at the Holiday Inn Express. The proposal includes 2 illuminated fascia signs with adjacent floodlighting measuring 5.4 metres in height and 4.9 metres in width located on the north east and south west elevations, 2 illuminated fascia signs with adjacent floodlighting measuring 9.3 metres in height and 1.5 metres in width located on the north west and south east elevations, 3 non-illuminated hoarding signs measuring 1.2 metres in height and 0.9 metres in width located within the car park and at the entrance of the hotel, 1 non-illuminated hoarding signs measuring 1.2 metres in height and 0.6 metres in width located in the car park opposite the entrance, 1 illuminated totem sign measuring 2.4 metres in height and 1.9 metres in width located adjacent to the vehicular access from Wendlebury Road, and 4 post mounted disabled parking signs measuring 1.8 metres in height and 0.3 metres in width located adjacent to the 8 disabled parking spaces to the south east of the site.

3. RELEVANT PLANNING HISTORY

3.1. The following planning history is considered relevant to the current proposal:

16/02586/OUT: Phase 1 of the proposed new business park ("Bicester Gateway") comprising up to 14,972 sq m (Gross External Area) of B1 employment-based buildings, plus a hotel (up to 149 bedrooms), with associated infrastructure, car parking and marketing boards. *Application permitted.*

17/02557/REM: Reserved matters to 16/02586/OUT – Erection of hotel and associated works. *Application permitted.*

4. PRE-APPLICATION DISCUSSIONS

4.1. No pre-application discussions have taken place with regards to this proposal.

5. RESPONSE TO PUBLICITY

- 5.1. This application has been publicised by way of a site notice displayed near the site, by advertisement in the local newspaper, and by letters sent to all properties immediately adjoining the application site that the Council has been able to identify from its records. The final date for comments was **31 January 2020**, although comments received after this date and before finalising this report have also been taken into account.
- 5.2. No comments have been raised by third parties.

6. RESPONSE TO CONSULTATION

- 6.1. Below is a summary of the consultation responses received at the time of writing this report. Responses are available to view in full on the Council's website, via the online Planning Register.

PARISH/TOWN COUNCIL AND NEIGHBOURHOOD FORUMS

- 6.2. CHESTERTON PARISH COUNCIL: **Raised concerns** over floodlit signs that could create an unwelcome distraction to motorists approaching the Vendee Drive roundabout. Also commented that the application needs to be considered within the framework of the existing and planned street furniture, and that a 30mph should be considered when approaching the roundabout where recent fatalities have occurred.

CONSULTEES

- 6.3. LOCAL HIGHWAYS AUTHORITY (OCC): **No objections** with regards to this application.
- 6.4. ENVIRONMENTAL HEALTH (CDC): **No comments** to make with regards to this application.

7. RELEVANT PLANNING POLICY AND GUIDANCE

- 7.1. Planning law requires that applications for advertisement consent must be determined in accordance with the development plan and any other relevant factors.
- 7.2. The Cherwell Local Plan 2011-2031 - Part 1 was formally adopted by Cherwell District Council on 20th July 2015 and provides the strategic planning policy framework for the District to 2031. The Local Plan 2011-2031 – Part 1 replaced a number of the 'saved' policies of the adopted Cherwell Local Plan 1996 though many of its policies are retained and remain part of the development plan. The relevant planning policies of Cherwell District's statutory Development Plan are set out below:

CHERWELL LOCAL PLAN 2011 - 2031 PART 1 (CLP 2031 Part 1)

- ESD15 - The Character of the Built and Historic Environment

- 7.3. Other Material Planning Considerations

- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) – "The Advertisement Regulations"
- National Planning Policy Framework (NPPF) in particular Paragraph 132
- Planning Practice Guidance (PPG)

8. APPRAISAL

- 8.1. Regulation 3 of the Advertisement Regulations limits the Local Planning Authority's powers in respect of advertisement applications to the consideration of amenity and public safety. Therefore, these are the key issues for consideration in this case.

Amenity

- 8.2. Regulation 3(2a) of the Advertisement Regulations states that: *factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.*
- 8.3. Paragraph 132 of the NPPF recognises that: *The quality and character of places can suffer when advertisements are poorly sited and designed.* However it goes on to state that: *Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*
- 8.4. The proposed illuminated fascia signs would be located on the building and will be visible from many areas of the public domain. While this is the case, they are proportionate sizes in relation to the size of the building and do not result in the elevations looking overly cluttered. They are typical of these types of advertisements displaying the Holiday Inn Express logos similarly to the Premier Inn hotel located to the north east of the site. The fascia signs are therefore considered to be appropriate within their context and would not result in adverse impacts to the character of the surrounding area which is predominantly built up in character. The closest residential property is located over 300 metres from the proposed signage and the illumination is therefore unlikely to have an adverse impact on neighbour amenity. Further to this, no objections have been raised by Environmental Health in this regard.
- 8.5. The hoarding signs proposed are located in various locations within the car parking area and are of an appropriate size within the context of the wider site. The designs mirror the colouring of the Holiday Inn logos and do not appear to be overly cluttered and are therefore considered to be acceptable. The pole mounted disabled parking signage is also similar in design appropriately indicating the disabled parking area and are also considered to be acceptable.
- 8.6. The illuminated totem sign would be located at the vehicle entrance to the site and would mirror a similar design to the rest of the advertisements with the Holiday Inn colour theme. The height of the sign would be kept to a minimum and is considered to be acceptable, in keeping with the wider site and appropriately indicates the entrance to the site. While it is illuminated, it would not face towards any surrounding residential dwellings and therefore is unlikely to have an adverse impact in this regard.
- 8.7. Therefore, having regard to the scale, siting and appearance, the signs are not considered to demonstrably harm the visual amenities of the locality. It is therefore considered that the proposal is acceptable and complies with the provisions of paragraph 132 of the Framework relating to the interests of amenity.

Public Safety

- 8.8. Regulation 3(2b) of the Advertisement Regulations makes clear that factors relevant to public safety include the safety of persons using the transport network, including the potential for an advertisement to obscure views of transport signage or equipment, and the potential for an advertisement to hinder the operation of any device used for security purposes.

- 8.9. None of the signage included in this advertisement consent is located in an area that has the potential to obscure views of transport signage or equipment, or hinder the operation of any device used for security purposes.
- 8.10. Chesterton Parish Council has raised concerns about the potential distraction to drivers on the adjacent A41 and Vendee roundabout. While the signage would be visible from this road, it does not obstruct any views, it does not have any changes in display, and also does not resemble official traffic signs or signals. It is therefore considered not to cause significant harm to the users of the road. Further to this, the Local Highway Authority has offered no objection to the application.
- 8.11. For these reasons it is therefore considered that the proposed signage complies with the provisions of paragraph 132 of the Framework and is therefore acceptable in terms of public safety.

9. CONCLUSION

- 9.1. The proposed signage would not result in significant harm to the visual amenities of the locality or public safety, and therefore would be in accordance with Government guidance contained within the NPPF. For these reasons, the application for advertisement consent should be granted planning approval.

10. RECOMMENDATION

That consent is granted, subject to the following conditions:

1. This consent to display advertisements shall expire at the end of 5 years, beginning on the date this consent was granted.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

2. Except where otherwise stipulated by conditions attached to this permission, the development shall be carried out strictly in accordance with the information contained within the application form and the following approved plans and documents: The agent cover letter dated 20.12.2019, BGH-NOR-SP-A-1012 P01, P265, BGH-NOR-EL-A-5003 C01, BGH-NOR-EL-A-5004 C01, P267, 135667 B, BGH-NOR-DE-A-6710 C03 and BGH-NOR-DE-A-6711 C01.

Reason – For the avoidance of doubt, to ensure that the development is carried out only as approved by the Local Planning Authority and comply with Government guidance contained within the National Planning Policy Framework.

3. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

4. No advertisement shall be sited or displayed so as to -

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

5. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

6. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

7. Where an advertisement is required under the Advertisement Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

Case Officer: Sarah Greenall

DATE: 12.02.2020

Checked By: Paul Ihringer

DATE: 14/2/20
