

Our ref: Q080146/el/eh
Your ref:
Email: Emma.lancaster@quod.com
Date: 20 December 2019



Caroline Ford
Cherwell District Council
Bodicote House
Bodicote
OX15 4AA

By email

Dear Caroline

Advertisement Consent – Holiday Inn Express, Bicester Gateway

On behalf of London and Regional Properties ('L+R'), please find enclosed an application seeking advertisement consent for signage at the approved hotel at Bicester Gateway.

As you are aware from your previous involvement with the scheme, the hotel is intended to be operated by Holiday Inn Express. The operator requires brand signage on the north west, north east and south west elevations. Directional signage is also proposed within the landscaping for guest information.

Relevant Background

The submission follows the Council's decision to grant planning permission for a hotel at Bicester Gateway (LPA ref. 16/02586/OUT and subsequent Reserved Matters (RMA) consent 17/02557/REM). The advertisements were shown on CGI's submitted as part of the RMA (albeit, there is minor variation in design and colouring) (see **Figure 1**).

Planning Submission

The following has been submitted via the Planning Portal (Ref PP-08378958:) and comprises the application:

- This Cover Letter
- Planning Application Form
- External signage setting out and fixings (sheet 1 of 2)
- External signage setting and fixings (sheet 2 of 2)
- North west and south east elevation
- North east and south west elevation
- Proposed signage application site plan
- External signage proposals



- Decoration and lighting drawing
- Building monogram – fabrication and lighting drawing
- A selection of photos showing the proposed signage being used in other locations.

Policy Context




The scope of the advertisement consenting regime is set by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 and by the advice set out in the Planning Practice Guidance (March 2014). The regime allows advertisement control in the interests of amenity and public safety.






The Council’s ‘Design guide for shop fronts & advertisements’ states that appropriate forms of illuminated signage can include illuminated lettering, externally front lit or ‘halo effect’ back-lit individual lettering, subject to the quality of the design and the siting of such signs.

Proposed Advertisements

Table 1.1 set out details of advertisements for which consent is sought (and associated illumination). The enclosed plans show the advertisements within the context of the elevations.

Table 1.1

Advertisement Number	Quantity	Location	Dimensions	Photo/CGI
Item 01	2	North east and south west elevations	5.4m x 4.9m	
Item 02	2	North east and south west elevations	9.3m x 1.5m	
Item 03	8	North east and south west elevations	0.19m x 0.21m	

Item 04	2	North east elevation	0.07m x 0.2m	
Item 05	3	In car park to eastern end In second parking block to east of building On access road by entrance to the hotel	1.2m x 0.9m	
Item 06	4	In car park opposite entrance in landscaping	1.2m x 0.66m	
Item 07	1	Vehicular access from Wendlebury Road	2.4m x 1.9m	
Item 08A	4	In car park by disabled spaces to the west of entrance to the car park	1.86x x 0.3m	

Assessment

The hotel is intended to catalyse development across the wider Bicester 10 allocation. The proposed signage would help to promote and publicise the hotel to occupiers of the forthcoming employment area as well as passing trade, and would also assist with wayfinding at this gateway location on the edge of the business park.

The advertisements were shown on CGI's submitted as part of the RMA. Although not approved drawings. The principle and nature of the advertisements was accepted by the Council at that time.

These advertisements are brand standard signs and are used by Holiday Inn Express on similar schemes throughout the country. This demonstrates that the proposed advertisements have been considered acceptable and are well associated with the Holiday Inn establishment/chain.

Amenity

The proposed signs comply with the Council's 'Design guide for shopfronts and advertisements' as they are well proportioned and of modest scale in relation to the building and elevations. They are also of simple design and maintain an uncluttered appearance.

Due to the relatively low level of illumination proposed, the signage will not give rise to any harmful impact on the character or appearance of the proposed business park at Bicester Gateway and are appropriate to the local area.

Highway Safety

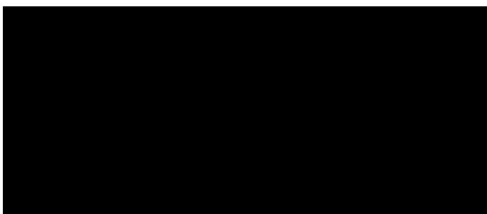
Given the distance between the hotel and the highway, and the static, low-level illumination, the proposed signage will not impact the safe movement of vehicles on the A41 and the Wendlebury Road. The proposals will also not interfere with pedestrian movement or safety.

Conclusion

In summary, the signage proposed is modest in scale and design, is sympathetic to the scale, character and appearance of the hotel building and will not cause a detrimental impact to the amenity of the local area or public safety.

I trust this enables registration and validation of the application, but please do not hesitate to contact me should you require any further information or have any queries at this stage.

Yours sincerely



Emma Lancaster
Planner