



**RESERVED MATTERS COMPLIANCE
REPORT**

BICESTER GATEWAY PHASE 1A

**LONDON AND REGIONAL
PROPERTIES**

December 2017

Our Ref: Q080146

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1 INTRODUCTION

- 1.1 This Report supports an application made by London and Regional Properties (“L+R”) for the approval of Reserved Matters for part of the first phase of development at Bicester Gateway; a new 18ha business park to the south of Bicester.
- 1.2 Outline planning permission (with all matters reserved, Ref: 16/02586/OUT) was granted for the first phase of development in July 2017. The outline consent permits up to 14,972 sq.m of employment floorspace (predominantly B1a (office) use) and a hotel (upto 149 bedrooms), with associated infrastructure and car parking.
- 1.3 This Reserved Matters submission relates to the hotel element of the consented development (referred to as “Phase 1A” in the outline application and indicated as such on the Plan at **Figure 1** below). The office element of the permission will be brought forward by Bloombridge as pre-lets are achieved.



Figure 1: Phasing and Indicative Masterplan

- 1.4 L+R is a well established investor in, and developer of, real estate, specifically in the hotel sector. Their hotel investments include Hilton hotels at Park Lane, Green Park and Trafalgar Square, as well as the Strand Palace, Marriott Marble Arch and the Cumberland Hotel in London.
- 1.5 L+R also own the award-winning country house hotels Chewton Glen, Cliveden House and Lygon Arms, The Fairmont and Columbus Hotels in Monte Carlo, the Atlas Hotels Portfolio of 48 select-service hotels in the UK, the Marriott on Grand Cayman and Fairmont Royal Pavilion in Barbados, and directly, or through various investment vehicles, hotels in Spain, Panama and the Caribbean.
- 1.6 The principle of the proposed use was established on this Site via the outline consent and this Report therefore considers the reserved matters (appearance, means of access, landscaping, layout and scale).
- 1.7 The outline application was supported by a suite of indicative plans and a Design and Access Statement (“DAS”), to which L+R’s consultant team have paid regard in developing the detailed proposals for the Site, as considered later in this Report.
- 1.8 The delivery of the hotel (and its associated business amenities) will act as a catalyst to the wider development and is an essential component of the “offer” proposed to attract high quality jobs at Bicester Gateway. An early start on site with the hotel is a vital first element in making the site “open for business” and, should reserved matters be approved, L+R intend to commence development in Spring 2018.
- 1.9 This Report provides:
- A factual account of the site and the planning background (**Section 2**);
 - Details of the proposed development (**Section 3**);
 - **Section 4** sets out the planning benefits of the proposals; and
 - Conclusions, including compliance with the outline consent and the appropriateness of the detailed scheme are provided in **Section 5**.

2 FACTUAL ACCOUNT

a) The Site

- 2.1 The Site is located in a highly sustainable location to the southwest of Bicester, between the A41 and Wendlebury Road and to the north of the recently completed Vendee Drive.
- 2.2 Beyond the A41, to the west, lies the allocated and approved housing development of South-West Bicester. To the north lies the Bicester Avenue garden/shopping centre.
- 2.3 As set out below, whilst currently undeveloped, adjoining land to the south and east is allocated in the Local Plan for employment development.

b) Relevant Planning Background

- 2.4 The Site was allocated for employment development by Policy Bicester 10 of the Cherwell Local Plan (2015) ("CLP") as part of a wider allocation to support knowledge based industry, known as Bicester Gateway.
- 2.5 Outline planning permission was granted for the first phase of development at Bicester 10 in July 2017. That outline permission related to the Site and further land to the south-west, beyond Vendee Drive.
- 2.6 The outline consent permits up to 14,972 sq.m of employment floorspace (predominantly B1a (office) use) and a 149 bed hotel, with associated infrastructure and car parking.
- 2.7 In considering the principle of the proposed development, the Council confirmed that the hotel had the potential to provide a complementary, attractive and high quality amenity directly relevant to neighbouring businesses (Paragraph 8.12). They also concluded that the hotel would act as a catalyst for development across the wider business park at Bicester Gateway and would give rise to (inter alia) the following benefits:
 - Give the impression of the whole business park being "open for business";

- Provide “useful” meeting facilities for nearby business, as well as overnight accommodation for visitors and customers;
- Construction would necessitate provision of power, gas, water, sewage and communications infrastructure to the site which would in turn enable straightforward connection to subsequent business premises;
- Generate a range of employment opportunities, including part time, lower skilled and season jobs, which are likely to be filled by the local population.

2.8 Subsequent to the granting of the outline permission, L + R have engaged with the Council in pre-application discussions regarding the detail design of the scheme. This included a meeting with Officers in September 2017 and exchange of correspondence in November/December 2017.

2.9 As considered further below, the design of the proposed development has evolved as a direct result of the feedback received from Officers during this pre-application engagement.

3 THE SCHEME

a) Proposed Development

3.1 This Reserved Matters submission relates to the first phase of development at Bicester Gateway. The development proposals involve:

- The erection of a 149 bedroom hotel and associated on-site works;
- Delivery of cycle and pedestrian facilities along the north-western boundary of the Site;
- Delivery of a pedestrian and cycle toucan crossing across the A41 to the north of the Vendee Drive/A41 roundabout for the purpose of providing access to the north-eastbound bus stop on the north-western side of the A41;
- Provision of a south-westbound bus stop in the existing lay-by on the A41 to the north-west of the Site, including a bus shelter, flagpole and timetable case;
- Boulevard tree planting along both sides of Vendee Drive to the south-eastern boundary of the Site.

3.2 The development proposals are wholly consistent with the parameters and requirements of the outline permission.

b) Planning Analysis

3.3 The principle of the proposed use was established via the outline consent and this submission therefore relates the reserved matters (appearance, means of access, landscaping, layout and scale).

3.4 As set out above, the outline planning application was accompanied by a suite of indicative plans and a DAS. Together, these indicated that the hotel would comprise a 5 storey L-shaped building adjacent to the north-western boundary of the site, providing 149 guest bedrooms, with car parking to the north-east. The Council's Development Control Committee had regard to and accepted the design principles suggested in the DAS submitted as part of the outline planning application.

- 3.5 The principles of the proposed development are largely reflective of the Illustrative Masterplan and sketches included within the DAS submitted with the outline application.
- 3.6 The scheme provides a hotel building within the part of the site indicated for hotel use at the outline stage. The hotel will be located adjacent to the north-western boundary of the Site, at the junction of the A41 and Vendee Drive, consistent with the Illustrative Masterplan and in accordance with the indicative scale and massing shown on the sketches included within the DAS (extracts of which are included at **Figures 2 and 3**).

Figure 2: Extract from DAS – Building Massing Sketch

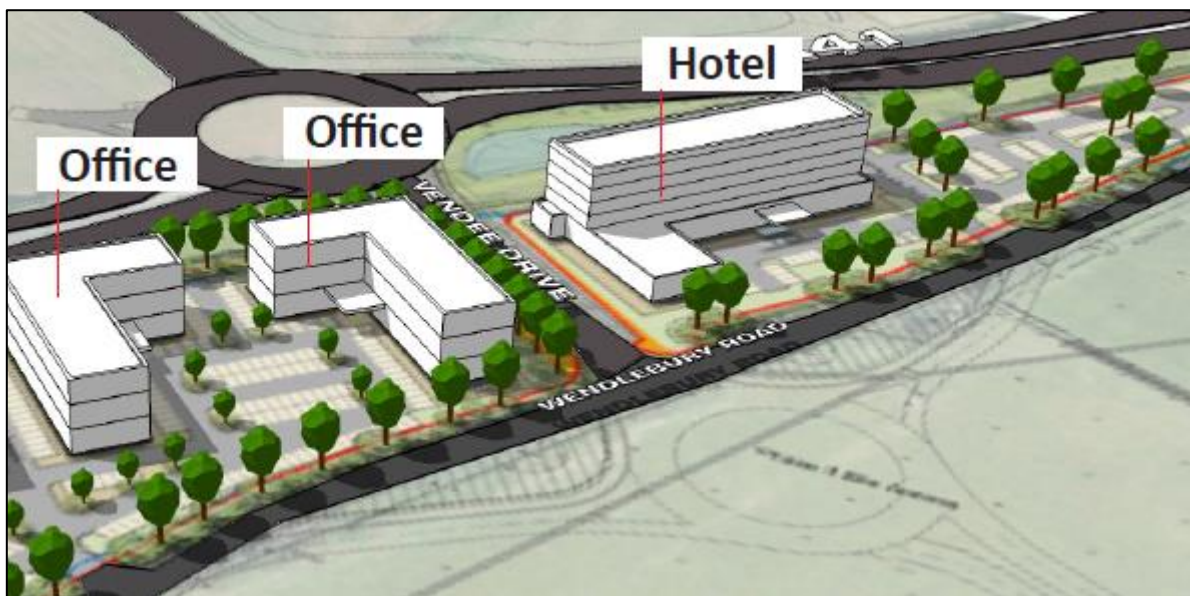
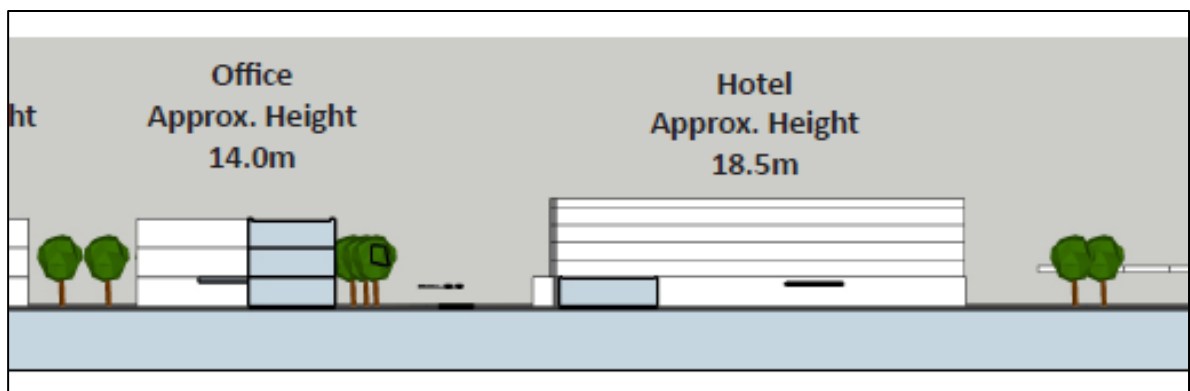


Figure 3: Extract from DAS – Illustrative Site Section



- 3.7 The hotel will be operated under the Holiday Inn Express brand (part of the Intercontinental Hotel Group (“IHG”)).
- 3.8 With over 2,200 hotels worldwide and more than 470 further hotels in the pipeline, the Holiday Inn Express hotel brand is well-established. The brand is aimed at “smart” business or leisure travellers who appreciate value without compromising on quality, efficiency and style.
- 3.9 The hotel will be operated by Atlas Hotels Ltd (“AHL”), a wholly owned L+R company. AHL own and manage 47 Holiday Inn Express hotels throughout the UK, making them the largest IHG franchisee of the Holiday Inn Express Brand in Europe, Middle East & Africa.
- 3.10 L+R and AHL pride themselves in consistently achieving best in class guest experience ratings at their Holiday Inn Express hotels, measured through IHG’s “Guest Love” guest satisfaction survey. This is achieved by ensuring guest and employee satisfaction remain key focusses of the business. Based on a 12 month (July 2017) rolling average, AHL have 19 hotels within the Elite threshold (score >84.99%) and 28 hotels within Superior (75% - 84.99%). AHLs’ overall average guest experience score is 84.45% compared with the HIEX Brand average (excluding AHL) of 75.82%, which is a clear indicator that AHL outperform other HIEX franchisees.
- 3.11 The hotel will offer a range of services and facilities which are complementary to the main office use at Bicester Gateway and the aspiration to bring forward a high quality business environment, which will attract high quality (knowledge based) jobs to the area, including:
- A restaurant and bar area, incorporating a “co-working” space;
 - A range of meeting spaces (a total of 5 meeting rooms, one of which will be a large meeting room); and
 - 2 no. flexible conference rooms.
- 3.12 An extract of the proposed Ground Floor Plan, which shows the provision of these business-friendly facilities is included at **Figure 4**.

Figure 4: Ground Floor Plan Extract



c) Reserved Matters

- 3.13 L+R have had due regard to the material submitted at outline stage, together with the relevant criteria set out in Policy Bicester 10, in developing the detailed proposals for the Site.
- 3.14 In recognition of the “gateway” location of the Site and the Council’s aspiration to attract “knowledge economy development to the Site”, L+R have sought to develop a high quality scheme which will provide a strong sense of arrival to the Site and Bicester itself.
- 3.15 This is wholly consistent with the principles of the DAS, however each of the reserved matters is considered briefly below. Further consideration of the design development is set out in the Design Statement prepared by NORR, which accompanies this submission.

i) Layout

- 3.16 The hotel is orientated approximately north-east to south-west across the site, alongside the north-western boundary of the Site, with car parking to the north-east. This is consistent with the Indicative Masterplan and enables the hotel to act as a “gateway” feature upon entrance into the business park.
- 3.17 Rather than being L-shaped, the building is now proposed to be linear. This has enabled the creation of a “drop off” area to the front of the hotel.
- 3.18 The layout makes provision for swales (the location and volume of which have been informed by the Site drainage strategy) and tree planting along the north-western and south-western elevations of the building, the latter of which will form part of a boulevard of trees either side of Vendee Drive, as well as landscaping within the Site itself (considered in detail below).
- 3.19 The proposed on-site parking facilities provide 149 car parking spaces, together with appropriate cycle parking/storage facilities, and space for servicing and delivery vehicles to manoeuvre safely within the Site.

ii) Scale

- 3.20 The hotel is of the scale permitted by the description of the outline permission. It will provide 149 guest bedrooms, along with ancillary guest and business facilities.
- 3.21 The DAS submitted out the outline stage indicated a 5 storey (18.5m above ground level) hotel building. The proposal is for a 5 storey building which is 17.2m to parapet, as shown on the extract of Typical Bay A in **Figure 5**.
- 3.22 The height and mass of the proposal responds to the surrounding building types (both existing and proposed). The height of the proposal also reflects the intended “gateway” nature of the Site, creating a prominent frontage to the A41, but without dominating the existing landscape.
- 3.23 The building mass is composed of a core block, punctured with architectural details (including windows, projecting stair cores and variations in facing materials) which introduce verticality to contrast the core rectangular block. The building also incorporates smaller scale features to minimise the appearance of mass.

Figure 5: Extract of Typical Bay A



iii) Appearance

- 3.24 The building is proposed to be constructed of a palette of high quality materials, including staggered aluminium cladding in a bronze effect finish, ivory off-white render, brick plinths, architecture fins and high quality glazing set in deep and angled window reveals.
- 3.25 The external appearance of the north-western and south-western elevations of the building has evolved as a result of pre-application engagement with the Council, specifically fenestration is now incorporated in the south-western elevation of the building and additional detailing and material variations have been incorporated into the north-wester elevation.

- 3.26 The materials and architectural detailing will create an attractive, contemporary and cohesive development, compatible with the aspiration of creating a business park that is attractive to high value employment.
- 3.27 Additionally, the proposals incorporate a feature entrance canopy and entrance “gateways” at the pedestrian/cycle accesses into the site, constructed of architectural metalwork which is in-keeping with the materials uses within the main hotel building. This results in a cohesive approach to “wayfinding” at the Site, as well as contributing towards the high quality visual appearance of the building.

iv) Access

- 3.28 The Site is in a highly sustainable location with excellent accessibility credentials, not least with the Park & Ride located directly opposite.
- 3.29 Cycle and footway infrastructure, a new pedestrian crossing and bus stop infrastructure will be provided along Oxford Road (the A41) immediately to the north-west of the Site prior to occupation of the development (in accordance with the requirements of the Section 106 Agreement).
- 3.30 In line with the material submitted at the outline stage, the proposed on-site parking facilities provide 149 car parking spaces, together with appropriate cycle parking/storage facilities to the north-west of the building, and space for parking and manoeuvring of service and delivery vehicles (as illustrated by the Vehicle Tracking Plan included in the Design Statement).
- 3.31 The proposed vehicular access arrangements and car parking provision fully accord with those shown at the outline stage. The Transport Assessment submitted with the outline application confirmed that there were no impacts on the local or strategic highway network which could not be adequately mitigated.
- 3.32 Vehicular access to the Site will be via a simple T-junction arrangement with Wendlebury Road (via the roundabout junction between Vendee Drive and Oxford Road). The access position remains in the same location as was shown in Outline Application 16/02586/OUT and adequate visibility splays can be provided (as shown on the submitted Visibility Splay Plan).

- 3.33 On-site car parking for 149 vehicles (including disabled spaces) and cycle parking facilities will be provided to the north-east of the Site. This meets the 1 space per 1 bed car parking requirement for C1 Use in a Type 2 Accessibility Location, as set out in “Appendix B Parking Standards” of the Local Plan.
- 3.34 A new cycleway and footway will be delivered to the north-west of the Site (within highway land beyond the Site boundary), along with a new pedestrian crossing, bus stop and bus shelter on Oxford Road, as required by the Section 106 Agreement that forms part of the outline planning permission.
- 3.35 There are two pedestrian/cycle accesses into the Site, along the north-western and south-western boundaries. These are demarcated by entrance features to aid way-finding, and these are complimented by hard surfacing and lighting schemes within the Site.

v) Landscaping

- 3.36 The landscaping strategy which underpins the reserved matters submission is set out in the Landscape Statement prepared by Turkington Martin. Key objectives of this strategy include:
- The provision of clear entrances to the Site which give rise to a “sense of arrival”;
 - Provision of a strong, landscape setting that is appropriate both in scale with the building and its relationship with the parkland as a whole and sympathetic to the architectural style of the new building;
 - To conserve and enhance existing landscape features;
 - To provide a visually integrated edge between the new and existing landscape, which ties in with the wider landscape context beyond;
 - To identify and protect existing habitats and the (albeit limited) biodiversity interests of the site, providing mitigation and enhancements where appropriate.
- 3.37 The proposed planting will provide a setting for the hotel building, while defining the pedestrian routes to the main entrance, and creates a strong green structure across the site.

3.38 The hard landscaping at the Site has been carefully design to aid orientation around and through the Site.

d) Conditions of the Outline Permission

3.39 As required by the conditions forming the outline consent, this reserved matters submission is accompanied by the following:

- Reptile Survey, which demonstrates that the Site does not host any species of interest and the development will, therefore, not have any unacceptable effects on reptiles (Condition 10);
- Details of External Lighting, which compliments the wider design approach to the development and has had appropriate regard to potential impacts on both amenity and ecology (Condition 22);
- An Ecological Implications Appraisal, which demonstrates that the proposed development rise will not give rise to any ecological impacts beyond those already judged to be acceptable at outline stage and provides design-specific mitigation recommendations (Condition 24);
- Details of how BREEAM “very good” will be achieved (Condition 26);
- An Energy Statement that demonstrates how provision of on-site renewable energy has been explored as part of the detailed design of the scheme and that renewable energy provision is being incorporated in the development wherever feasible and viable (Condition 27).

e) Conclusion

3.40 The outline application was submitted speculatively and reserved matters are submitted on behalf of a named operator who is committed to delivering the proposed development. The design of the scheme has evolved to suit the specific business requirements of that operator and its “brand standards”.

3.41 The operator is, however, committed to delivering a high quality development which is in line with the Council’s aspirations to attract high value knowledge economy employment opportunities to Bicester Gateway business park and diversify the tourism accommodation offer in the area.

- 3.42 The proposed development fully accords with the parameters and terms of the outline planning permission for the Site and the reserved matters are wholly consistent with the principles set out in the indicative material that was submitted with outline application.

4 PLANNING BENEFITS

- 4.1 The NPPF contains an overarching presumption in favour of sustainable development. The proposals will make a major contribution to each of the three 'limbs' of sustainability.

a) Economic Benefits

- 4.2 The Bicester Gateway site is allocated for employment use in the Cherwell Local Plan (2015) (Policy Bicester 10) and is a key Site in the Council's employment land portfolio.
- 4.3 The proposed hotel is wholly compatible with the existing and proposed neighbouring uses at the Site. It will act as a catalyst for the wider development comprising Phase 1 of the Bicester Gateway business park and, through the provision of a range of hotel amenities and delivery of a high quality scheme at this "gateway" location to the town, it will actively support the Council's aspiration to attract "high quality" (knowledge based) jobs to the business park.
- 4.4 The hotel will also meet the tourism objectives of the area, helping to boost the supply of hotel bed-spaces in the vicinity and addressing the shortage identified in the Council's Tourism Development Action Plan (2015-2020).
- 4.5 The wider benefits to the local economy include the generation of in the order of 30 permanent job opportunities at the hotel itself, as well as construction jobs created during the construction period.
- 4.6 Additionally, boosting visitor numbers (whether the primary purpose these is business or leisure trips) will support the wider Bicester economy via linked trips and the potential for repeat trips.

b) Social Benefits

- 4.7 The proposals will catalyse development in the area by delivering a recognised hotel brand which is compatible with the aspirations for employment development at Bicester Gateway.
- 4.8 The scheme has been designed in accordance with the objectives set out at paragraph 58 of the NPPF, which notes the quality of development that will be expected for an area, and the requirements of Local Plan Policy Bicester 10.

- 4.9 The development will actively promote and enable travel on foot, cycle and public transport through the provision of pedestrian, cycle and public transport infrastructure within and adjacent to the Site. In turn, this infrastructure has the potential to give rise to health benefits for the local population and visitors to the area.

c) Environmental Benefits

- 4.10 The development can come forward by adopting high quality design. It represents significant investment and regeneration in the area, which will catalyse further investment.
- 4.11 The scheme will achieve BREEAM “very good” and the submitted Energy Statement demonstrates the incorporation of renewable energy proposals into the design of the development.
- 4.12 The hotel scheme will not just sustain but will enhance the ecological diversity of the site, through the planting of high quality tree species, the introduction of wetland habitats as part of the attenuation strategy and provision of bat roosting opportunities within the development.

d) Summary

- 4.13 In consideration of the above, there are significant economic, social and environmental benefits associated with the proposals, which combined with the ability to assist the Council in achieving their economic development objectives, carry substantial weight in the decision making process.

5 CONCLUSIONS

- 5.1 This submission demonstrates that the detailed design of the development accords with the terms of the outline permission, that it satisfies all of the matters reserved at outline stage and that it accords with the relevant criteria of Policy Bicester 10.
- 5.2 The proposals represent high quality design and complement and enhance other committed/emerging development within this area. They are being brought forward by a named developer that is committed to delivery and they reflect the specific requirements of that business, including its “brand standards”, whilst being a bespoke, purpose built development.
- 5.3 They will catalyse further development at the Site, and will provide a range of business amenities which will support business activities elsewhere within the Bicester Gateway development (and the surrounding area), thereby enabling one of the Council’s key strategic employment sites to be brought forward early in the Plan Period.