PROPOSED DEVELOPMENT AT
LAND ADJACENT TO EXISTING HOLIDAY INN HOTEL, A5183, MARKYATE

Have your say
on our proposed development

We are proposing to redevelopment the site, currently used as an overflow car park and grassland, to deliver an expansion to the existing hotel.

We would like to hear your views on the proposals before we finalise our plans and submit a planning application.



THE SITE

The proposed development site is located within the grounds of the existing Holiday Inn Luton premises, benefiting from established vehicular access onto the A5183 (London Road).

The site comprises an open field, bounded by established hedgerow and trees. The western portion of the site forms part of the existing overflow car park.

The site is approximately 2km from Junction 9 of the M1, providing convenient access to the wider road network.

To the south east of the site is existing residential development on Old Watling Street, with a Holiday Inn located to the northwest. An Indian Restaurant is located to the south east, with the A5183 located to south west.

The site is therefore surrounded by existing development on three sides, with its remaining boundary fronting London Road.

THE PROPOSAL

The proposal seeks to provide an additional 72-bedroom hotel building at the existing hotel, extending the current hotel facilities and providing additional guest accommodation.

The new building would be located to the south east of the main hotel. It would be physically detached to the existing building, however it would be closely related. The building will provide rooms only, with ancillary uses remaining in the existing building.

The existing Government contract has now concluded, and the hotel is preparing to return to its traditional hospitality operations. This proposal seeks to support the hotel's transition by welcoming visitors to the area, contributing to the local economy, and creating new employment opportunities for the local community.



HIGHWAYS AND ACCESS

Access to the additional block will be achieved through the existing internal access road, via the A5183 (London Road).

The existing hotel provides 250 car parking spaces. The development proposal seeks to replace the overflow car park, resulting in a loss of 52 spaces, however the new hotel block will make provision for 53 spaces.

This results in a net gain of one car parking space, bringing the total provision to 251 car parking spaces.

GREEN BELT

The site is located within the Green Belt.

We consider that the site does not strongly contribute to the purposes of the Green Belt and that its development would not fundamentally undermine these purposes when considered collectively. On this basis, we consider the site to meet the definition of Grey Belt set out in the National Planning Policy Framework (NPPF).

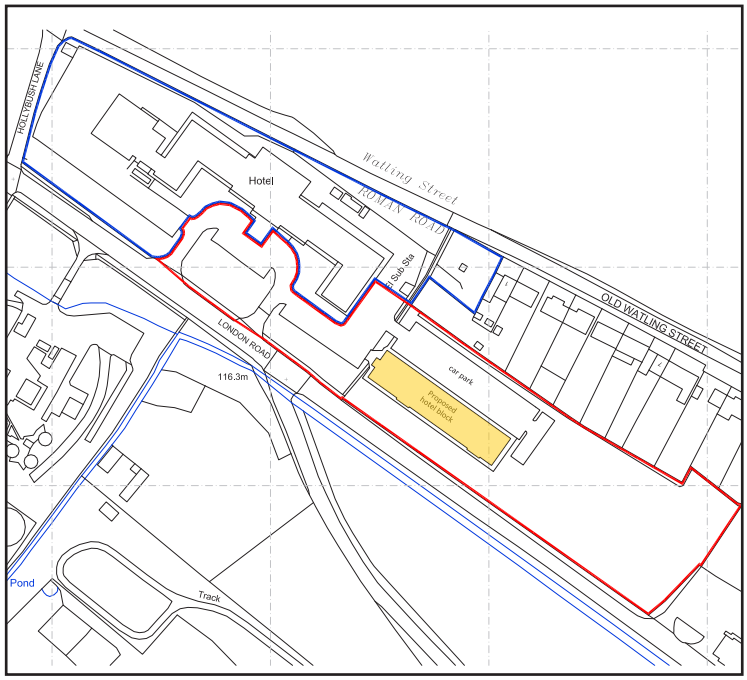
Earlier this year, we undertook pre-application discussions with Dacorum Borough Council. During these discussions, the Council expressed support for the proposals and agreed that the site would be considered Grey Belt.

THE BENEFITS

Supporting tourism: 72 hotel bedrooms will support business and leisure visitors by increasing the availability of overnight accommodation.

Boosting the local economy: Encouraging visitor spending at local shops, restaurants, cafés and leisure facilities.

Supporting Airport Expansion: The site can support the expansion of Luton Airport (annual passenger capacity from 18 million to 32 million passengers per year by 2043), by providing pre-flight stays and links to the airport.





How to Respond

Your views are important. Please let us know what you think about the proposals, what you like, what concerns you may have and whether you have any suggestions or changes.

Online
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By email
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Please send us comments by:
Friday 4th December 2026