



PREMIER INN  
HERTFORD  
Planning approved 2019

£8 million  
Hotel development  
86 keys  
Branded  
restaurant

CLIENT  
McLaughlin & Harvey  
Wrenbridge

CDA was engaged by McLaughlin & Harvey as implementation architect for a Premier Inn hotel project as the first phase of development at Bircherley Green Shopping Centre in Hertford.

Contractor's Proposals and revised planning applications were developed to provide comprehensive simplification and value engineering of the proposed scheme.

CDA worked closely with the contractor, client and Premier Inn's architects to modify the consented scheme (by others) to add value to the scheme, by resolving neighbour issues, increasing floor area, improving disabled access and by changing structure and cladding to improve buildability.

CDA subsequently submitted an amended planning application and worked closely with the local authority planners to a successful outcome. Wrenbridge sold the site late 2019.