

Parking & Cycling.

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Cycle Access

Cyclists are able to access the site from Thames Side Promenade, entering via the car park. Secure cycle parking is provided in the form of 10no. Sheffield stands (20no. parking spaces), positioned conveniently in front of the main entrance to encourage sustainable travel and support active modes of transport.

Vehicular Access

Vehicular access to the site is achieved via a route that turns off Richfield Avenue onto Thames Side Promenade, leading into the on-site car park. The parking provision includes a total of 13 spaces, comprising five designated disabled bays and eight standard bays, in accordance with relevant accessibility and planning guidelines.



Key

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|----------|-------------------------------------|----------|---------------------------------------|
| A | Entrance | E | 10no. Sheffield Stands (20no. spaces) |
| B | Parking Bays | | Vehicular & Cycle Access |
| C | Existing Disabled Parking Bays | | |
| D | 3no. Proposed Disabled Parking Bays | | |

Summary.

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This Design and Access Statement supports a planning application for a proposed extension to the former Crowne Plaza Hotel in Reading, recently acquired by Village Hotels in 2024. The extension is intended to deliver high-quality studio spaces—Spin, Burn, and Reformer—that are central to the Village Leisure model and designed to accommodate a wide range of group fitness activities. These uses require increased headroom, which could not be achieved within the constraints of the existing building, prompting the need for a purpose-built addition.

The design has been developed through a sensitive and collaborative process, shaped in part by early engagement with the local planning authority. The extension sits to the south of the existing hotel and is connected via an internal corridor that also serves as a fire escape route. A contemporary approach has been taken to architectural expression, featuring a flat roof, exposed steel entrance canopy, textured brickwork, and large vertical glazing.

Material choices complement the existing hotel, with brick used as the primary material and detailed through varied bonds and projections to add visual interest. The inclusion of a green living wall on the chamfered south-east elevation enhances both the environmental performance and the visual quality of the proposal. Overall, the scheme delivers a well-integrated and functional extension that aligns with Village Hotels' commitment to health, wellbeing, and architectural quality.



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