

19 May 2025

Our Ref: 333102256

Planning Services
Reading Borough Council
Civic Offices
Bridge Street
Reading
RG1 2LU

SUBMITTED VIA PLANNING PORTAL (REF: PP-14012365)

Dear Sir/Madam

FULL PLANNING APPLICATION FOR A SINGLE STOREY FRONT EXTENSION TO EXPAND FITNESS SUITE AT VILLAGE HOTEL, CAVERSHAM BRIDGE, RICHFIELD AVENUE, READING RG1 8BD

We have been instructed by VUR Village Trading No.1 Ltd. to submit a full planning application to Reading Borough Council (RBC) at Village Hotel, Caversham Bridge, Richfield Avenue, Reading, RG1 8BD (formerly known as the Crowne Plaza Hotel) for the following description of development:

Single storey, flat roof extension at the ground floor level to the front of existing hotel to create extension to fitness suite Health & Wellness Club and replacement of canopy over to main entrance and associated landscaping and parking.

Overview

Village Hotels acquired the Crowne Plaza Hotel in 2024 and wish to continue operating it as a Hotel under the Village Hotels brand. With 33 locations, Village Hotels seeks to offer more than a traditional hotel. All Village Hotels include a Health & Wellness Club with state-of-the-art equipment, pool and award-winning classes alongside a bar, grill, meeting rooms and Starbucks coffee shop. The above facilities are available for guests, members and the local community to enjoy. The proposed new front extension, which will extend the ground floor to create new studio spaces, will cater to Village Hotels core offer which provides health and wellness facilities within their hotels. The studio space will create a new enhanced frontage for the hotel at this prominent location of Richfield Avenue, Reading.

This planning application has been prepared after constructively engaging with planning officer at RBC and taking into account their pre-application feedback received on 18 March 2025.

The following documents have been submitted with this application:

- 333102256 Planning Statement prepared by Stantec;
- 8425-LRW-XX-XX-PP-A-00-003_P02 Design and Access Statement prepared by LRW;
- Arboricultural Impact Assessment - Village Hotel Reading - Rev. C prepared by Viewpoint Associates;
- Arboricultural Method Statement - Village Hotel Reading - Rev. A prepared by Viewpoint Associates;

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Registered in England No. 01188070

- Arboricultural Survey - Village Hotel Reading - Rev. C prepared by Viewpoint Associates;
- Preliminary Ecological Appraisal and BNG Statement Rev. A prepared by Viewpoint Associates;
- 333102256 Landscape and Visual Assessment Technical Note prepared by Stantec;
- TN002 Transport and Highway Note prepared by Stantec;
- Construction Method Statement Rev.2 prepared by Edgewater Contracts;
- 333102256 Sustainability Statement prepared by Stantec;
- 333102256 Lighting Assessment Rev 1 prepared by Stantec and
- 333102256 Air Quality Statement prepared by Stantec.

The following drawings have been submitted with this application (a set of architectural plans have been submitted in colour for further context as listed below):

- 8425-LRW-ZZ-ZZ-DR-A-00-107_P04 Site Location Plan;
- 8425-LRW-ZZ-ZZ-DR-A-00-108_P08 Existing Site Plan;
- 8425-LRW-ZZ-ZZ-DR-A-00-110_P10 Proposed Site Plan;
- 8425-LRW-ZZ-00-DR-A-00-109_P02 Existing Ground Floor Plan;
- 8425-LRW-ZZ-00-DR-A-00-111_P03 Proposed Ground Floor Plan;
- 8425-LRW-ZZ-ZZ-DR-A-00-115_P02 Existing Roof Plan;
- 8425-LRW-ZZ-ZZ-DR-A-00-116_P03 Proposed Roof Plan;
- 8425-LRW-ZZ-ZZ-DR-A-00-214_P03 Existing and Proposed East Elevation;
- 8425-LRW-ZZ-ZZ-DR-A-00-213_P02 Existing and Proposed South Elevation;
- 8425-LRW-ZZ-ZZ-DR-A-00-215_P02 Existing and Proposed West Elevation;
- 8425-LRW-ZZ-00-DR-A-00-118_P01 Existing Ground Floor Plan (Colour);
- 8425-LRW-ZZ-00-DR-A-00-119_P01_Proposed Ground Floor Plan (Colour);
- 8425-LRW-ZZ-RF-DR-A-00-120_P01_Existing Site Plan (Colour);
- 8425-LRW-ZZ-RF-DR-A-00-121_P01_Proposed Site Plan (Colour);
- 8425-LRW-ZZ-RF-DR-A-00-122_P01_Existing Roof Plan (Colour);
- 8425-LRW-ZZ-RF-DR-A-00-123_P01_Proposed Roof Plan (Colour);
- 8425-LRW-ZZ-ZZ-DR-A-00-216_P01_Existing & Proposed South Elevation (Colour);
- 8425-LRW-ZZ-ZZ-DR-A-00-217_P01_Existing & Proposed East Elevation (Colour);

- 8425-LRW-ZZ-ZZ-DR-A-00-218_P01_Existing & Proposed West Elevation (Colour);
- 1610a-01 Rev C Layout showing Proposed Soft Landscaping General Arrangements;
- 1610a-02 Rev C Layout showing Proposed Soft Landscaping Details for Planning;
- 1610a-02 – EE (East) Rev B - Green Wall East Elevation;
- 1610a-02 – ES (South) – Green Wall South Elevation;
- 8425-LRW-ZZ-ZZ-VS-A-00-001_P01_Proposed Studio Extension Visuals.

Conclusion

It is intended by the applicant to re-open the entire hotel including the proposed studio extension before the end of this year, therefore, subject to planning permission, the intention is to commence works by July. On this basis, information that has been submitted with this planning application has been prepared to ensure that prior to commencement planning conditions can be avoided.

The application fee of £2,437.00 (including service charge) is paid via the Planning Portal. We trust that you have sufficient information to register the above application.

If you require any additional information or have any queries, please do not hesitate to contact me at Bhamini.patgiri@stantec.com.

Yours faithfully

Bhamini Patgiri

BHAMINI PATGIRI

Planner

on behalf of Stantec UK Ltd