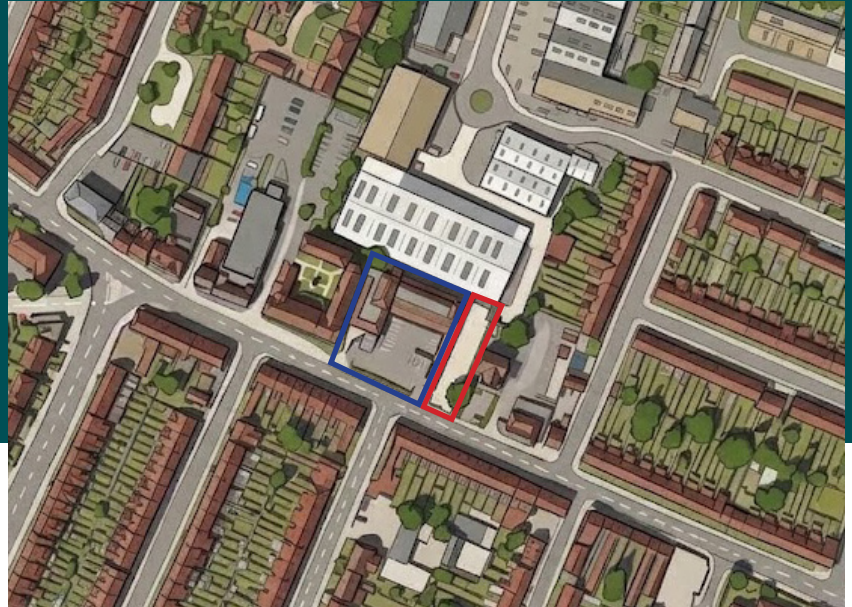


PROPOSED DEVELOPMENT AT LAND ADJACENT TO EXISTING HOTEL, OXFORD ROAD, READING

Have your say on our proposed development

We are proposing to redevelop the site, currently used as an overflow car park, 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 Site comprises an existing hotel, formerly operated as an ibis Styles and now operated by Hotel Reading Ltd, located off Oxford Road, Reading. The Site currently accommodates an overflow car park associated with the hotel, which is infrequently used.

Oxford Road is a busy and established high street characterised by a mix of uses, including residential properties, public houses, shops, businesses, restaurants and cafés.

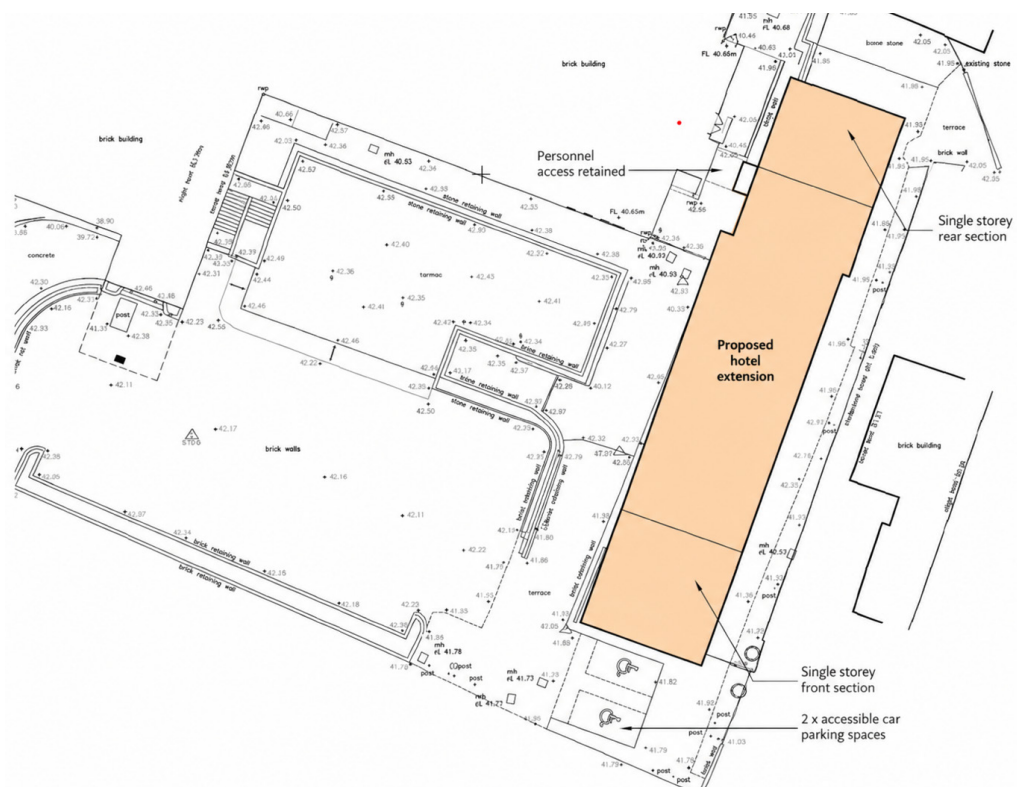
To the north of the Site are a number of commercial units on Bridgewater Close, with Oxygen Activity Park located immediately beyond. Residential apartment buildings are located to the east, south and west of the Site.

A bus stop is located immediately adjacent to the Site and provides frequent services to Reading town centre and Reading railway station.

THE PROPOSAL

The proposal seeks to provide an additional 28-bedroom hotel building at the existing Holiday Inn Reading, extending the current hotel facilities and providing additional guest accommodation.

The new building would be located adjacent to the existing main hotel building and would be physically connected to it, creating an extension to the existing hotel.



HIGHWAYS AND ACCESS

Guests will access the new accommodation via the hotel's existing reception, with internal connections between the existing building and proposed extension.

Step-free access will be provided at ground level to the front of the new building.

The Site benefits from excellent public transport links. No additional general car parking is proposed, with two accessible parking bays provided to serve the accessible bedrooms.

VISUAL IMPACT

The proposed layout has been carefully designed to protect residential privacy and minimise overlooking. Key north and south facing views from the flats at No. 644 Oxford Road would remain largely unaffected.

The development would not appear overbearing or result in unacceptable impacts on residential visual amenity.

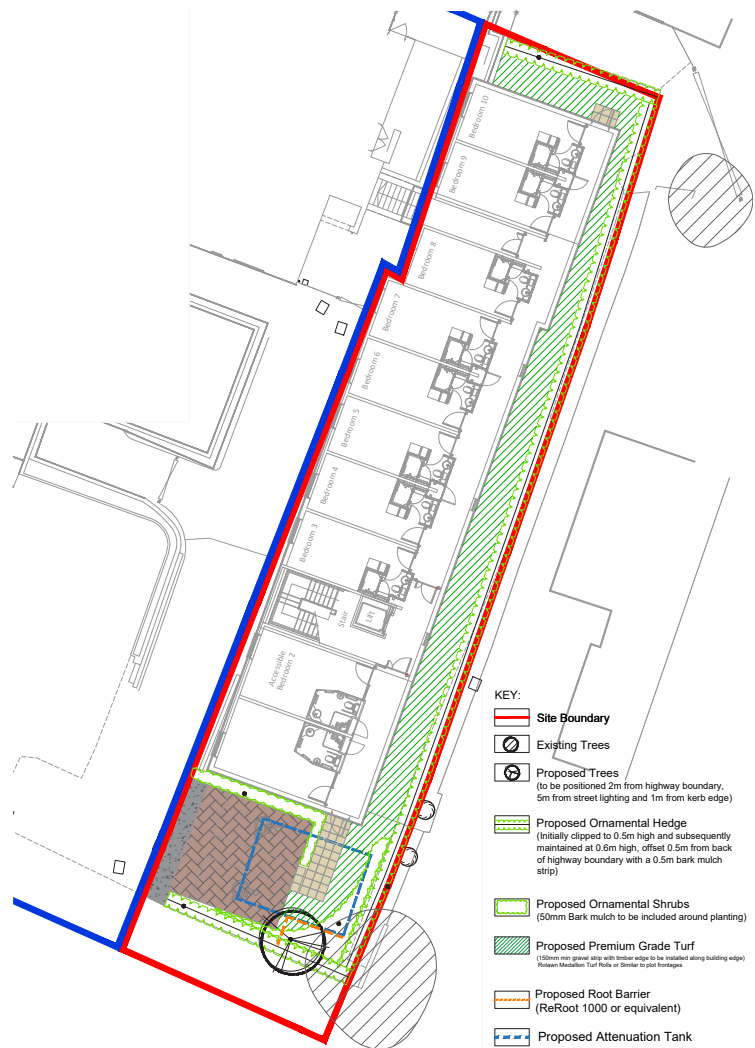
Overall, the Site is considered suitable for the proposed development, with no adverse effects anticipated on the surrounding townscape, landscape character or public views.

THE BENEFITS

Supporting tourism: 28 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.

Sustainable travel: Making use of the site's excellent public transport connections..



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

Visit: framptons-planning.com/consultations/



By email

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Please send us comments by:

Friday 13 November 2026