

PLANNING REF : 253074
PROPERTY ADDRESS : 2 Gloster Cottage
: Whistley Green, Hurst, Reading, Berks
: RG100DY
SUBMITTED BY : Mr Stuart Gregory
DATE SUBMITTED : 13/01/2026

COMMENTS:

Appearance and construction

According to numerous building trade association websites, the weatherboard fibre construction is preferred over brick and mortar due to:

- Reduction of costs of installation
- Greater speed in construction
- An innovative trend, imported from US and Australia
- Where impact of appearance is important

[Marley(2025), InsulationGo(2026), Archipro(2026)]

The impact of this design to the village is negative. The development would be unusual in appearance and the novel but fadish design would look instantly, but immortally, out of place in the traditional village. Clearly the developer advocates their cost and time margins over a sensitive design for the good of the community. The NPPF requires planning decisions in favour of developments that are sympathetic to local character. The National Design Guide calls for developments that are integrated into the wider surroundings and are attractive, by drawing on the local vernacular. Above all, policy and guidance documents emphasize developers to understand the local context. The proposals fail to meet any of these national standards, therefore WBC must reject the application for approval on the reserved matters.

Other concerns

I note the excellent response from Hurst Parish Council on non-compliant and unadvisable application details on drainage, access, street view, traffic and environmental awareness. I personally saw the individuals spraying the field with weedkiller and view the act as intolerable and insensitive. The developer must regain trust and a better understanding of this community's outlook and priorities, to secure a smooth and effective cooperation during the construction and access phases. WBC must note the Parish concerns and set the conditions and behaviours expected.