

PLANNING REF : 253074
PROPERTY ADDRESS : Green End
: Tape Lane, Hurst, Reading, Berkshire
: RG10 0DP
SUBMITTED BY : Mr Ivor Fiennes
DATE SUBMITTED : 16/01/2026

COMMENTS:

It was a surprise that the Willowmead planning appeal was granted in such a sensitive area of Hurst. We are now faced with a proposal that is completely alien to the village, both in design and layout.

My main concerns are:

Uniformity of Design

A development with such a uniform design must not be allowed. It makes a clear suburban statement, contrary to the style of the village.

The Design

The dominating nature of the grey weatherboarding, reinforced by anthracite windows and doors is a complete contrast to the local style and it would be a travesty if this was allowed. The brickwork lacks variety and patterning.

Layout

The closeness to the road of the two buildings fronting School Road is overbearing and out of keeping with all areas of Hurst, apart from the central hub.

Drainage

The Applicants need to review their plan in the light of the drainage problems in the village, known to WBC and the Environment Agency.