

PLANNING REF : 261624
PROPERTY ADDRESS : 1 Aylesford Villas
: Broadwater Lane, Hurst, Reading
: RG10 0DT
SUBMITTED BY : Mrs Emily Cutting
DATE SUBMITTED : 31/07/2026

COMMENTS:

Dear Sir/Madam,

I am writing to express my concerns around proposed development application number 261624.

The proposed development is outside of the Hurst settlement boundary, in designated countryside. The developer has described this plot as an infill site, but the inspector at the 1999 appeal stated that the site is too large to be termed an infill site, at 92 metres frontage length. There has been pressure for this site to be built on for many years; planning permission has always been refused. The reasons for this refusal have not changed, namely:

Area of Special Character/Valued Landscape: Hogmoor Lane, the lane beside which the developers propose to build, is historic and may well date back to medieval times. It appears on maps by the mid-18th century. It is home to several historic properties - The Old Posting House, Wards Cross House and Long Barn in particular. The council's heritage consultant noted in their appeal statement that the land feels very rural in character, and gives the feeling of travelling along a historic route. The proposed development site is key to the current rural character of Hogmoor Lane, as it is one of the areas of open farmland that has shaped the Lane for hundreds of years. This character would be fundamentally changed and damaged by the appearance of modern suburban development.

The wider area is designated as an 'Area of Special Character' because it is of heritage interest and includes several listed and historic buildings - two of 17th century origin. The open farmland of the application site is an important part of that 'Special Character'. To reiterate, the appearance of two large, modern buildings would overshadow and dominate their historic neighbours and irrevocably alter the rural setting.

This site is also included in Haines Hill Valued Landscape. The council's landscape specialist describes this field as having a higher quality landscape than the surrounding area. They also stated that the outlook from Hogmoor Lane towards Whistley Green/the veteran trees is particularly important. The Landscape Character strategy (WBC LCA C2 Hurst River Terrace) is focused on conserving the low

pattern of development around Hurst and Whistley Green and on discouraging further linear development.

Recreational use and rural feel: Hogmoor Lane leads to wider countryside and to routes used by walkers, runners, cyclists and riders from the nearby riding school and beyond. New houses would significantly reduce the enjoyment of this lane - people use it recreationally because it is quiet, safe, green and one of the few places that pedestrians still feel (reasonably) secure that they can walk without contending with much traffic.

Flooding: in this application, there is no attenuation basin shown within the site's red line boundary even though this basin is required in order for a PiP to be considered complete.

Access and traffic: The lane is narrow in width, with no street lighting and no pedestrian foot way. Pedestrians must dip into driveways when cars pass. The Y junction providing entry and exit from and to the A321 is narrow with inadequate visibility, and is hazardous for both vehicles and pedestrians. The A321 is a busy road, particularly at certain points in the day, and the average speed is 36mph. Statistics for average car ownership in Hurst stand at 2.6 per household, higher than the national average. Adding more houses in Hogmoor Lane, even a small number, will increase traffic movement in and out of the lane significantly since any resident of Hurst is dependent on their car(s) to travel around - this is not generally a pedestrian-friendly village. As a parent of a young child, I am very familiar with how hazardous it can feel crossing roads and navigating junctions in Hurst, especially when using a pushchair. Because of this experience, I am particularly concerned on the subject questions of traffic volume and pedestrian safety.

I hope that you will take these objections into account when considering this unsuitable PiP application.

Yours faithfully,

Emily Cutting