



Reserved Matters - Design Statement

For Land between

School Road and Orchard Road,
Hurst,
Berks

November 2025

OSG JOB NO. 25-1791-OSG-XX-XX-RP-A-001
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Land between School Road and Orchard Road, Hurst, Berks

Introduction

01

Terms of Reference

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Fig. 1: Perspective

Introduction

This Reserved Matters application is submitted on behalf of KP Holding Group Limited, following the outline consent under Planning Application APP/X0360/W/24/3342812, setting out the rationale behind the proposed appearance, landscaping, layout, and scale of 23 residential dwellings on a 1.147-hectare (net) site located between School Road and Orchard Road in Hurst, Berkshire.

The design approach places strong emphasis on the role of the built environment in enhancing quality of life. This principle underpins the justification for the proposed development, to create a well-considered, people-focused place. Principles of design quality and approach align with the vision outlined in the consent.



Fig. 2: Perspective

Land between
School Road and
Orchard Road,
Hurst,
Berks

Character and Local
Distinctiveness

02

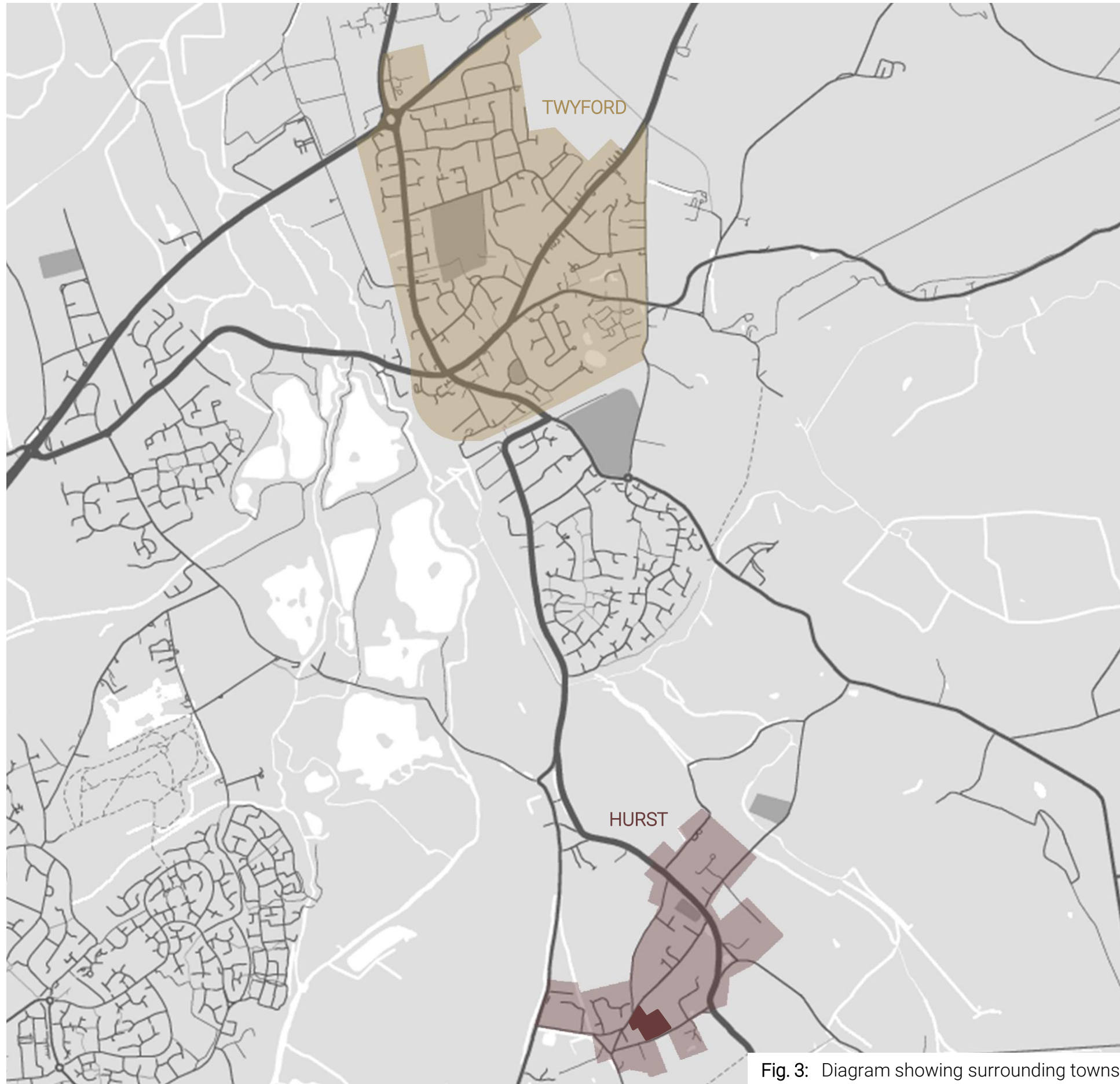


Fig. 3: Diagram showing surrounding towns



Key Character Elements – Guiding Principles of Character

The character study focuses on three main areas: **Hurst** and **Twyford**. The towns offer a general overview of existing built form and morphology.

These areas have been evaluated in terms of architectural style, materials, density, and building heights to inform the design, scale, and layout of potential new developments in the region.

The following pages will set out the site-specific guiding principles of character for the detailed design proposals covering topics such as:

- Grain, density, orientation, scale and massing
- Residential Development – Building types, roof forms, detailing, fenestration
- Accessibility and Amenity – active frontages, natural surveillance, security, privacy, amenity.
- Materials and Tonal Palette

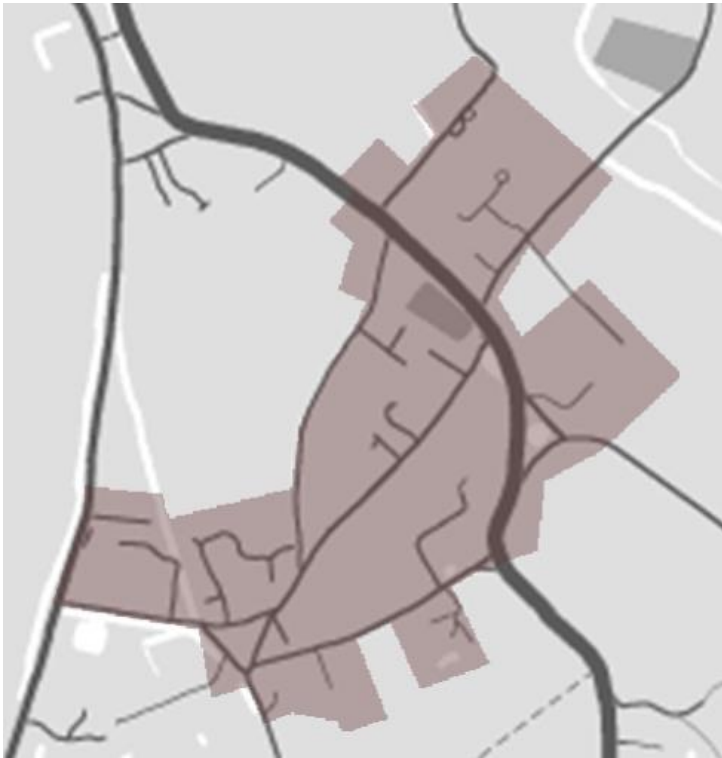


Fig. 5: Location of buildings

Fig. 4: Images of local buildings in Twyford
© Google Maps

Key Character Elements – Hurst

Hurst’s spatial form reflects a concentric and linear settlement. It is primarily a low-rise town and buildings range from one to two storeys. The residential areas consist of semi-detached, detached and terraced houses, mostly two-storey. These buildings typically feature pitched roofs (gabled) with brown slate or clay tiles.

The architectural style found in Hurst dates back to Medieval times, featuring the use of Berkshire bricks. In addition, the Tudor style timber framing is evident. Georgian and Victorian architecture features sash windows as well as red and yellow brickwork; Hurst is predominantly red brick. In addition, casement windows are quite common in the area. Dormer windows are also a notable architectural feature serving functionally and aesthetically. With attempts to reflect local materials and scale, the new developments also feature black boarding.



Red brickwork



Brown clay roof tiles



Casement window



Sash window



Timber framing

Fig. 6: Materials



Fig. 8: Location of buildings

Fig. 7: Images of local buildings in Hurst
© Google Maps

Key Character Elements – Twyford

In Twyford, the settlement pattern is clustered in linear patterns. The housing consists of a mix of two-storey homes and bungalows, including terraced, semi-detached, and detached properties. These buildings typically feature pitched roofs of brown slate or clay tiles, with gabled or barn-hipped designs.

Twyford showcases a rich tapestry of architectural styles and materials that reflect its historical evolution, dating back to the medieval era.

The dominant building materials—dark red bricks and brown clay/slate roofs—play a key role in defining the character of the area and preserving its traditional aesthetic. Timber cladding is a prominent feature integrating with brickwork in modern extensions, creating a blend that respects the traditional aesthetics while introducing contemporary elements—similarly, the use of clay hanging tiles.



Red brickwork



Brown clay roof tiles



Yellow brickwork



Casement window



Weatherboard

Fig. 9: Materials

Key Character Elements – Built Form

Grain, density, orientation, scale and massing

- The development should reflect the local scale and massing of neighbouring properties.
- Detailed design proposals should consider the perceived massing of the development, especially with regard to the wider viewpoints – layout, orientation, rooflines and colour will all affect the perceived mass of the proposals. The landscaping scheme will also assist in lessening the impact of proposals on the wider area.

Building Types

- Detailed design proposals will respond to their surroundings, reflecting the local character and the landscape setting.
- House types will be designed to respond to layout, orientation and interactions with the countryside, open spaces and other dwellings.
- A mix of housing types, tenures and sizes will be provided, responding to market/policy requirements and local character.
- Proposals will include a mix of detached, semi-detached and short terraces as seen locally, working within a building envelope typically one to two storeys in height under a hipped/barn-hipped roof.

Building Heights and Rooflines

- Building heights should reflect their locality and not overbear on neighbouring properties – this site area is typically two storeys in nature but there are examples of two-storey and three-storey properties in the area with roofs taking varying forms.
- Combining roof and building orientations creates interesting street scenes reminiscent of a semi-rural settlement.



Fig. 10: Images of local buildings surrounding site
© Google Maps

Detailing

- Design proposals should respond to their location, replicating details from neighbouring sites to reinforce local distinctiveness.
- The local area has a variety of details that could be incorporated within the scheme, with numerous examples of minimal brick banding, weatherboarding and coloured render.
- Use of differing materials, or colours of materials, helps to provide cohesion; however, excessive repetition should be avoided to ensure variety in materials, details and styles reminiscent of the local area.

Fenestration

- Typically white framed casements are used locally, with Victorian or Georgian sash windows used on older buildings.
- Window proportions and alignments should match on adjacent properties, reinforcing continuity in the street scene.



Red brickwork



Brown clay roof tiles



Casement window



White sash window



Timber framing



Weatherboard

Fig. 11: Materials palette

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Berks

Design Approach

03



Fig. 12: Perspective



Fig. 13: Perspective



Fig. 14: Parameter Plan overlaying Ground Floor Plan

Layout

The relationship of the layout (Reserved Matters submission) with the Appeal Decision and the Parameter Plan can be described as one of progressive implementation and compliance with key guiding principles, in terms of hierarchy, consistency, and conformity. The conditions set out in the Appeal Decision and the structure and principles of the Parameter Plan are translated into a compliant, buildable layout.

The residential development is arranged in a cul-de-sac formation, with primary access taken from School Road.

The siting, orientation, and layout of the dwellings create a varied frontage that reflects a fragmented yet deliberate composition, while reinforcing the linear grain of development within the internal arrangement of the site. Notably, Plots 13 and 14, positioned alone, establish a key visual anchor point and provide a natural termination to the main view into the site.

A balanced mix of hard and soft landscaping has been incorporated to accommodate vehicular circulation, parking, and turning, while also supporting planting and ecological interests. The use of carefully considered boundary treatments and landscape features contributes to a cohesive visual identity for the development, while remaining respectful of the prevailing character and context of the surrounding area.

The layout successfully implements the principles set out in both the Appeal Decision and Parameter Plan. It retains the character and openness required, avoids suburban sprawl, and respects boundary and landscape constraints.



Fig. 15: Perspectives

Materials Palette

The material palette, including red and buff brickwork, black weatherboarding, slate and clay roof tiles, and black fascias and rainwater goods, has been carefully chosen in response to the established character of Hurst and its surrounding context, including Twyford.

This selection draws from the area's vernacular traditions, particularly Hurst's prominent use of red brick and clay tiles, while also integrating elements such as black boarding and slate that appear in nearby developments. The resulting composition is both varied and coherent, avoiding pastiche while reinforcing the distinctiveness of the local built environment.

These choices align closely with the principles set out in the Appeal Decision. They reflect the Inspector's emphasis on retaining village character, respecting local materials, and achieving a design that sits comfortably within its rural setting. The use of familiar forms and textures helps to soften the transition from countryside to development, supporting a sensitive and place-specific design response.

This approach aligns with the expectations of the Appeal Decision and the principles of Policy CP11, demonstrating that appearance has been considered with the same sensitivity as layout and scale. It also successfully achieves the principle set out in the NPPF Section 12 (Achieving well-designed places).

Overall, the chosen materials support a scheme that is sympathetic to its setting, avoids pastiche, and delivers a clear and policy-compliant design response.



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