

PLANNING REF : 261624
PROPERTY ADDRESS : The Cricketers
: The Cricketers Wards Cross, Hurst, Reading, Berkshire
: RG10 0DS
SUBMITTED BY : Mr John Vimpany
DATE SUBMITTED : 26/07/2026

COMMENTS:

Dear Sirs

I write to OBJECT to this Application.

The developer appears to base his case on the premise that this scheme is merely 'infill'. This is not so. The frontage extends for 92 yards and would intrude on and despoil the open vista across a working agricultural field. Based on visuals supporting the applicant's earlier attempts to acquire permission to build on this field he is likely to produce undistinguished architecture and buildings that will certainly not enhance the overall character of the present group of dwellings in the immediate vicinity and likely diminish it. The proposal is yet another attempt to transgress the clear objectives of the WBC Development as it is beyond the settlement limit of Hurst on land designated as Countryside. It is contrary to Policies CP1, CP9 and CP11.

The resulting intrusion of suburbia into an ancient country lane built for farm carts would harm the entire setting. Hurst is predominantly rural. It retains its rural ambiance because it is surrounded by protected visually important agricultural land. Inappropriate and unnecessary buildings on it will degrade the experience of viewing an especially worthy example of English landscape that, once built on, can never be recovered. Although I understand a 'Heritage Report' has been submitted I believe that it relates to a previous application and so will presumably be discounted.

Concerning flood risk, several technical items have been submitted by objectors that draw attention to this risk.

Concerning the Hogmoor Lane/Wards Cross junction, this is directly opposite my home. Although I am not aware of any recent accidents, sight lines are not good and possible suggestions to rebuild the traffic island look expensive and unconvincing.

This last minute application using the 'PiP' procedure seem inappropriate and would leave the developer more scope to subsequently increase the height and footprint of the houses. But more worrying is that, were the scheme to be approved, as certain as night follows day, the developer would seize on the precedent to respond with further requests to rapidly develop the entire field as a housing estate.

Please reject this application.

Yours faithfully

John Vimpany

