

THE COMMON

Inspired by 'villa'-style houses found on the edges of Hurst, residents of The Common will enjoy views of a naturalistically planted communal village common.

This area will provide an opportunity for existing and new residents of Hurst to meet and enjoy the openness of the landscape together.

The Common, complete with tree-planted belts framing multi-functional and naturalistically designed public open spaces --including sustainable drainage features --offers a network of winding picturesque paths, cycle routes, a play area, and opportunities for informal children's play. Envisioned as the most tranquil area east of Lodge Road, it provides residents with a serene and peaceful environment to reconnect with nature and call home. The predominantly villa-inspired, family-oriented homes proposed here will reflect nature through their use of materials and colour palette.



The common character area. Not to scale



The common artist impression



Building typologies

Predominantly will consist of villa-inspired detached houses, with some semi-detached houses.



Building heights

Building heights of up to two storeys.





Building density

This area will feature the lowest densities of all the character areas, reflecting the predominantly detached, with some semi-detached building typologies, and its interface with the common. interface with the common.



Building lines

A slightly less formal building line with spaces between buildings and variations in setbacks and orientation. However, in general, building alignments will run parallel to the street.



Materials and colour

Reflecting its location around The Common, the area will feature red brick. There will be some use of black timber clad



Street Design

Single-sided, predominantly shared surface lanes with some shared private drives. Tree planting will feature homes overlooking the picturesque landscapes of the common.



Boundary treatments and setbacks

Front gardens will be generally deeper in this area, generally exceeding three metres. Soft landscaping will be a key feature, incorporating hedges, medium-scale planting, and trees within front gardens, where possible, to create a soft interface with public open space. Estate railing will delineate the boundary between the common and the residential area



Parking arrangements

Parking will be primarily located on plot, with discreet street parking for visitors set within the landscaping. Any garages to be recessed behind the building line.



Planting strategy

Planting will reflect its close relationship with The Common and the surrounding landscape, establishing a verdant view for the properties that front onto these features. Native hedge species present in the local landscape will be introduced within the plot frontages to create a harmonious relationship with the adjacent open spaces. Native specimen shrubs and, where appropriate, trees will be incorporated within the deeper plot frontages, where possible.



VILLAGE LANES

Village Lanes will be a peaceful, family-friendly neighbourhood, featuring beautifully landscaped, tree-lined pedestrian and cycle-friendly lanes.

These areas are will be thoughtfully designed to encourage residents to walk and cycle from their doorstep, gather, socialise, and foster a sense of community, promoting health and wellbeing. The southern parcel of land will also feature a tree-lined lane, landscape corridor.



Village Lanes character area. Not to scale



Village Lanes artist impression



Building typologies

Predominantly consisting of semi-detached homes, with some maisonettes and detached homes located on corners.



Semi-detached homes



Detached homes



Building heights

Building heights of up to two storeys





Building density

Comparatively, to other character areas, medium densities are proposed.



Building lines

Consistent building lines with minimal variation are proposed, with an emphasis on rhythm and repetition.



Materials and colour

The northern part of the character area will feature full render, brick, and some render on the first storey. It will also showcase roof tiles in buff and flint colours. The southern part of the character area will feature properties with red brick and some with black timber weatherboard. These properties will have roof tiles in either buff or flint colours.



Street Design

The northern part of the character area will predominantly feature shared surface streets, with street tree planting wherever feasible. The southern part of the character area will consist of shared surface streets and tree-planted verges, where possible.



Boundary treatments and setbacks

Front gardens will generally range between 1m and 2m in size. They are characterised by soft planted areas, with some featuring hedge boundaries where possible.



Parking arrangements

Parking will primarily be a mixture of on-plot driveways between units and some frontage parking arranged in short runs.



Planting strategy

The planting strategy for The Village Lanes will showcase a more informal approach, through naturalistic shrubs, perennial planting, wildflower verges and street trees of low water demand. This approach aims to create an informal planting scheme, complemented by strategically placed street tree planting interspersed throughout the character area.



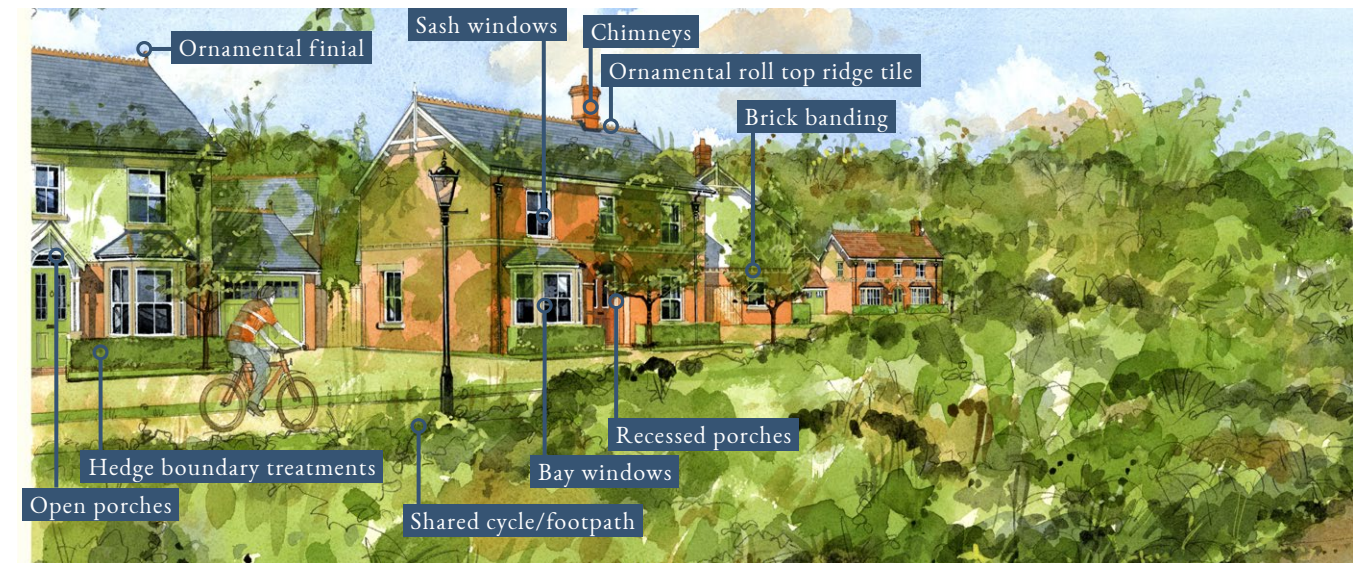
GREEN LANES

Green Lanes will celebrate the rural character of Hurst by introducing detached and semi-detached houses that front onto verdant green landscapes and reflect traditional agricultural materials and architectural features.

This character area will overlook generous green perimeter landscapes featuring scenic pedestrian and cycle paths, as well as doorstep landscapes that allow nature to flourish. These landscapes provide opportunities for informal play, relaxation, and socialising, helping to foster a sense of community.



Green Lanes character area. Not to scale



Green Lanes artist impression



Building typologies

Predominantly will consist of detached and semi-detached houses.



Building heights

Building heights of up to two storeys.





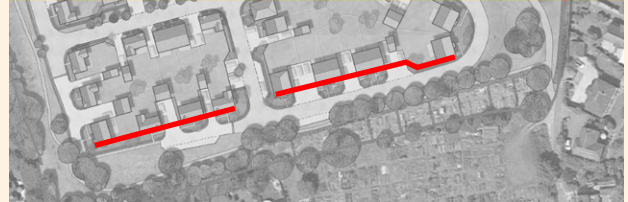
Building density

This area will feature medium-lower densities compared to other areas, reflecting the use of detached and semi-detached units.



Building lines

A slightly more formal character is featured, incorporating a consistent building line with minimal variation in setbacks and orientation. However, in general, building alignments run parallel to the street.



Materials and colour

The northern part of the character area will consist of a mix of fully rendered properties and red brick properties, with some render on the first storey. The southern part of the character area will consist of red brick properties, some with black weatherboarding either as a mix on the first storey or fully clad.



Street Design

The street design will feature a predominantly single-sided, shared-surface lane with tree planting.



Boundary treatments and setbacks

Front gardens will generally range between 2m to 5m in size. They will be characterised by soft planted areas, with some featuring hedge boundaries where possible.



Parking arrangements

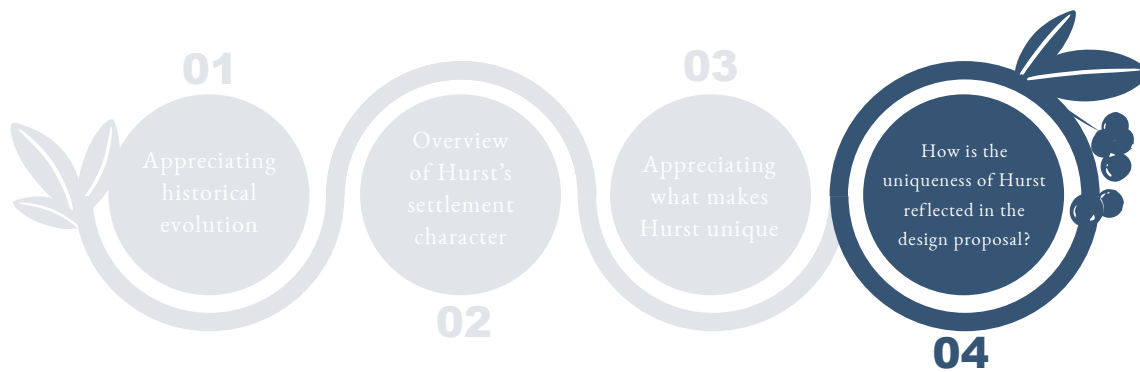
Parking will be primarily located on plot, with discreet street parking for visitors set within the landscaping. Any garages to be recessed slightly behind the building line.



Planting strategy

Planting will reflect this street character area's close relationship with the perimeter green corridor, establishing a verdant view for the properties that front onto these feature. Where possible, native hedge species present in the local landscape will be introduced within the plot frontages to create a harmonious relationship with the adjacent open spaces.





How is the uniqueness of the local area reflected in design proposals?

The following analysis demonstrates how the identified placemaking ingredients that make Hurst unique are reflected in the design proposals.

The analysis revisits the contextual studies undertaken in earlier chapters of this document.

Design response: Farmsteads

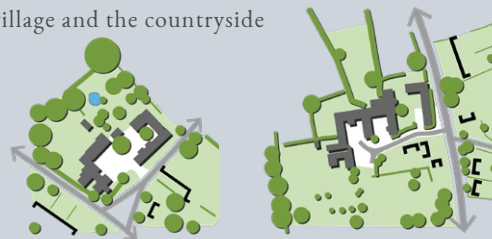
The land east of Lodge Road incorporates elements of the farmstead character in its proposals, using linked buildings and applying agricultural references in materials and architectural elements.



Analysis revisited

There are examples of farmstead layouts within the village featuring linked buildings in brick and weatherboarding.

Design lesson: The proposals should incorporate elements of the local farmstead character to enhance the rural feel of the village and emphasise the site's location at the interface between the village and the countryside



Design response: Streets enclosed by mature vegetation

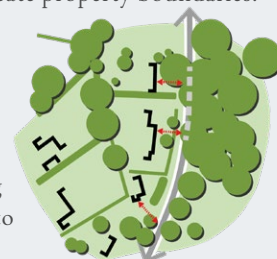
The scheme includes street tree planting throughout the development wherever possible. Front garden depths vary in size, with deeper gardens for homes overlooking the common and perimeter landscape.



Analysis revisited

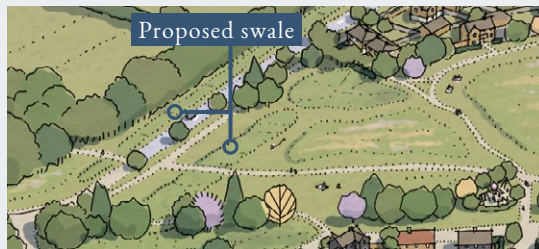
The majority of streets are well-vegetated, with generously planted and sizeable front gardens.

Design lesson: Proposals should explore the use of vegetation to delineate property boundaries. Front garden depths should vary, with deeper gardens at the edge of the design where they overlook the landscape, helping to create a transition to a rural character.



Design response: Drainage ditches

The proposals include a number of drainage swales adjacent to streets as part of a sustainable drainage strategy.



Analysis revisited

Many of Hurst's streets feature soft-planted drainage ditches within their verges.

Design lesson: Design proposals should explore the inclusion of drainage swales within some streets as part of a sustainable drainage strategy

Design response: Water features and ponds

Land east of Lodge Road reflects this local character trait by proposing a new, permanently wet feature pond as part of a wider sustainable drainage strategy of basins and swales.



Analysis revisited

Hurst features permanently wet ponds, including a village pond and sizable water bodies on private properties.

Design lesson: Design proposals should explore creating a permanently wet feature pond.

Design response: Green spaces

The scheme creates a variety of landscapes, including a new naturalistic common that will complement the existing landscapes in Hurst and provide additional valuable multifunctional greenspace for the community.



Analysis revisited

Hurst benefits from a variety of public open spaces, including a recreation ground, village green, duck pond, and cricket club.

Design lesson: Proposals should explore the provision of a variety of landscapes to promote social cohesion, provide opportunities to enjoy nature, and promote health and wellbeing.



Design response: Green and tree planted streets

The scheme includes planted verges and street trees to help soften the overall street scene and help to create a more attractive village environment.



Analysis revisited

Several of Hurst's streets, such as Tape Lane and School Road, feature planted verges.

Design lesson: The proposals should explore the inclusion of tree-lined verges within the proposals.



Design response: Growing food

Land east of Lodge Road creates an extension to Tape Lane allotments, as well as creates a new community orchard near Lodge Road.



Analysis revisited

Tape Lane allotments are located immediately south of the site, offering a space for the community to grow food and learn about local food production.

Design lesson: Design proposals should consider the integration of new growing spaces such as an extension to the existing allotments, the creation of a new community orchard, and other edible landscapes.

Design response: Play and recreation

Land east of Lodge Road proposes a new Local Landscape Area for Play, that will have an emphasis on naturalistic play equipment.



Analysis revisited

Formal play areas within the village are centrally located, set within green spaces, and accessible to nearby homes.

Design lesson: Design proposals should enable the delivery of a play strategy that fully integrates within the scheme and aligns with policy requirements.

Design response: Lanes

The proposals include shared surface streets to reflect the lane character of some of Hurst's existing streets.



Analysis revisited

Lanes are a prominent feature of Hurst, often lined and enclosed by planting, such as front garden hedgerows.

Design lesson: Proposals should explore the inclusion of shared surfaces to reflect the intimate feel of Hurst's lanes.

Design response: Villa's along the settlement edge

The proposals include villa house typologies predominantly fronting onto the common.



Analysis revisited

Hurst is characterised by a number of late 19th and early 20th-century villas situated at the village's edge. These villas are mainly detached or semi-detached, often featuring ordered and symmetrical facades in brick.

Design lesson: The design proposal should explore the inclusion of villa typologies at its edges to complement the existing fabric of the village.

Design response: Generous plot sizes

The scheme will deliver varying plot sizes with well-proportioned gardens.



Analysis revisited

Apart from the village centre, the individual plots in Hurst are generally generous in size, with buildings set back from the footway.

Design lesson: Design proposals should consider varying plot sizes, incorporating larger plots and on-plot parking typologies that align with the village's characteristics.

Design response: Predominance of detached and semi-detached housetypes

Land east of Lodge Road delivers mostly semi-detached and detached housing, reflecting the character of Hurst.



Analysis revisited

The village predominantly hosts detached and semi-detached houses.

Design lesson: Proposals should reflect the prevalent semi-detached and detached housing typologies found within Hurst.

Design response: Few terraced properties

The proposals include a limited number of terraced houses.



Analysis revisited

Hurst features a few examples of terraced housing, mostly located within the historic parts of the village.

Design lesson: Design proposals should use terraced housing sparingly to preserve Hurst's character.

Design response: Lack of contemporary buildings

The architectural character proposed throughout the character areas section of this document is in keeping with the historic vernacular of Hurst. The appearance of buildings will be developed as part of future reserved matters applications.



Analysis revisited

There are few examples of contemporary architecture within the village. Much of the architecture reflects the local vernacular of Hurst.

Design lesson: The design of homes should reflect the historic vernacular of the village rather than being strikingly contemporary in appearance.

Design response: Building heights

The scheme proposes a maximum building height of two-storey houses, flats over garages, and maisonettes, reflecting the typical building heights within the village.



Analysis revisited

Building heights in the village are predominantly two storeys, although there are examples of bungalows, chalet bungalows, and some 2.5 storey houses.

Design lesson: Design proposals should generally adhere to a maximum height of two storeys to reflect the prevailing character of the village.

Design response: Range of architectural styles

Land east of Lodge Road introduces a variety of house typologies, styles and materials to create visual interest while maintaining overall cohesion. This is explored in the character areas section (page 96 -111).



Analysis revisited

Hurst exhibits a range of architectural styles reflective of their respective construction eras.

Design lesson: Design proposals should explore a variety of house types, styles and materials to create visual interest while maintaining overall cohesion. This could be achieved through the creation of character areas and light design coding.



Design response: Appreciating historical evolution

Land east of Lodge Road respects the historic evolution of Hurst by retaining sense of the settlement pattern of the village while maintaining a sense of openness across the site.



Analysis revisited

Infill schemes behind the plots fronting historic roads have created intimate, rural cul-de-sacs, contributing to the current “reversed C” pattern of the village.

Design lesson: The design proposal for the Land east of Lodge Road should respect the prevailing historic characteristics of Hurst by maintaining a sense of openness and connection to the countryside. It should retain the sense of the existing settlement pattern, particularly the “reversed C”.

Design response: Apply appropriate density

Land east of Lodge Road proposes an appropriate density of around 25 dwellings per hectare, in keeping with the local character.

Analysis revisited

The study area exhibits a variety of densities immediately around the site and within the village centre, reflecting the diverse character identified throughout this document.

Design lesson: an average proposed net housing density of around 25 dwellings per hectare for Land east of Lodge Road aligns with the surrounding area.



Design Response: Reflect the use of rhythm, repetition, projections and impressions

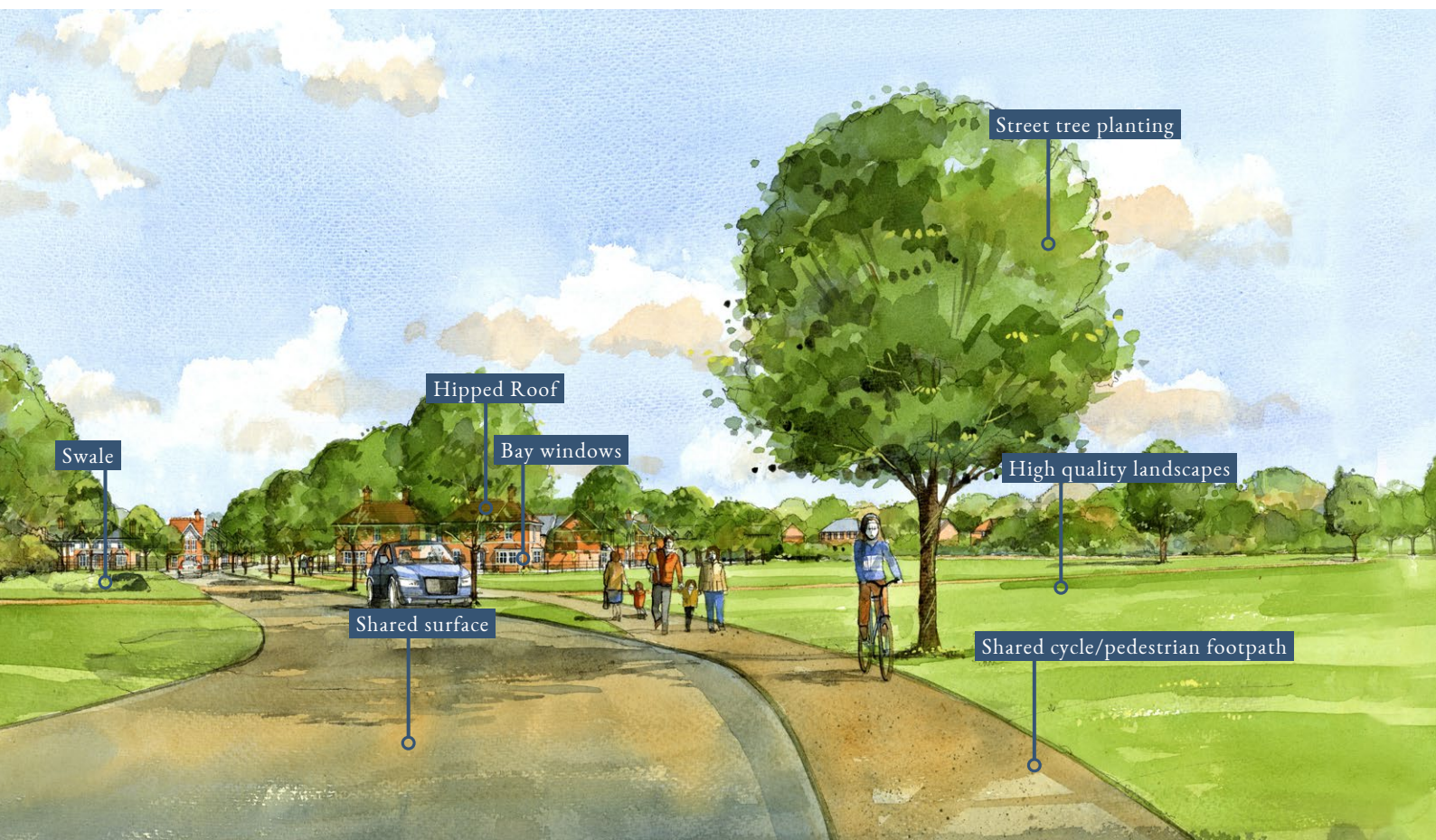
Land east of Lodge Road explores the use of rhythm, repetition, projections and impressions to reflect the prevailing local character. This should be explored further during future reserved matters applications.



Analysis revisited

Much of the surrounding housing stock features projections and impressions on façades, such as recessed entries, open porches and bay windows and chimneys. Hurst's more historic runs of terraced houses and villas display clusters of ordered and symmetrical façades. These areas exhibit a strong sense of rhythm and repetition in their architectural elements.

Design lesson: Design proposals should consider projections and impressions, and Rhythm and repetition particularly at the reserved matters stage.



Design response: Boundary treatments

The proposal includes a range of boundary treatments that respond to their position within the masterplan. The variety and hierarchy of boundary treatments should be further explored at the reserved matters stages.



Hedgrow planting



Hedgrow planting

Analysis revisited

Hurst predominantly features soft boundary treatments such as hedging. However, there are also examples of low brick walls, particularly in the village centre, as well as metal railings or a combination of low brick walls and hedging.

Design lesson: Design proposals should consider a range of boundary treatments that reflect the character of the village.



Estate railing





SECURED BY DESIGN: HOMES 2023

Designing in crime prevention from the outset is key to creating a new socially sustainable development at Land east of Lodge Road

INTRODUCTION

Secured by Design achieves a reduction of crime risk by combining minimum standards of physical security and well-tested principles of natural surveillance and defensible space.

The design of Land east of Lodge Road has incorporated the key elements of safe and sustainable design appropriate to the outline planning application stage to create a successful community where people will enjoy living and visiting. Reference has been made to Secured by Design, Homes 2019 and its principles



have been integrated into the project masterplanning and urban design approach. Moving forward, we will continue to work with Berkshire's Secured by Design crime prevention officers through the detailed design stages.

DESIGN CONSIDERATION OF SECURED BY DESIGN PRINCIPLES

Layout of vehicular/pedestrian routes

Features will be designed to identify routes through the development and clearly define areas of public and private space. This will be further explored during the preparation of the outline and reserved matters applications.

Communal areas

Communal areas such as public spaces and playgrounds will be designed throughout the development to allow natural surveillance from nearby dwellings and with safe and accessible routes to come and go. Public and private space will be clearly defined. Public spaces, SuDS and woodlands will be overlooked to ensure safety and create a vibrant setting for homes. This is explored in the illustrative masterplan and will be further illustrated in future reserved matters applications.

Dwelling boundaries

The proposals are made with public and private areas clearly identified. To the front of homes, walls, fences and hedges will be kept low to ensure an open view to housing. This will be explored in more detailed plans and artworks and will be further developed through reserved matters planning applications.

Layout and orientation of dwellings

The proposal provides ‘active frontages’ of overlooked streets. The development has been arranged to provide activity and natural surveillance and will avoid, where possible, the creation of blank walls adjacent to public spaces.

Rear access paths

Back gardens will be secure and any access to the rear of properties will be gated. However, this will be further developed through reserved matters planning applications.

Climbing aids

Boundaries will be designed so as not to provide climbing aids to gain access into properties. It is not possible to explore this level of detail given the outline nature of the planning application and supporting material. However, this will be further developed through reserved matters planning applications.

Parking

The development has been designed to provide for vehicle parking in either garages or hard standing areas within the dwelling boundary. If communal parking areas are needed, these will be in small groups near homes with natural surveillance or in parking courts. This will be explored in more detailed plans in reserved matters planning applications. Adequate space for cycle parking will be designed in accordance with the advice given by Secured by Design Berkshire County Council guidance.

Landscape planting

The proposals include planting to create attractive and safe new environments without impeding natural surveillance. A detailed design and management

plan for the open space will be agreed with Berkshire County Council. The detailed design for landscape will be further developed through reserved matters planning applications.

Lighting

Street lighting will be designed according to Secured by Design principles to ensure public spaces are appropriately lit. Where possible, environmentally friendly light source will be used. The development will provide lighting of external doors, car parking and garage areas. The detailed design for lighting will be further developed through reserved matters planning applications.

Dwelling entrances

The development will be designed with front doors that are visible from the public realm and promote natural surveillance. The detailed design for dwelling entrances will be further developed through reserved matters planning applications and will seek to locate communal entrance doors centrally and that they are visible from the public realm.

Windows

It is not possible to explore issues associated with windows given the outline nature of the planning application and supporting material. However, the general principles for windows will be further developed through reserved matters planning applications having regard to Secured by Design principles. We acknowledge that proposals should ensure that ground floor, basement and easily accessible windows are secured.

05 CONCLUSION

The purpose of this Design & Access Statement (DAS) is to outline the development principles for the site and support the application for Outline Planning Permission.

The masterplan presented in this DAS adheres to current planning and design policies, notably the 'A Design for Hurst' document. It addresses public concerns raised during previous consultations, including issues related to traffic, flooding, cycling, and walking routes, as well as the reasons for the previous planning application refusal and its subsequent dismissal at appeal.

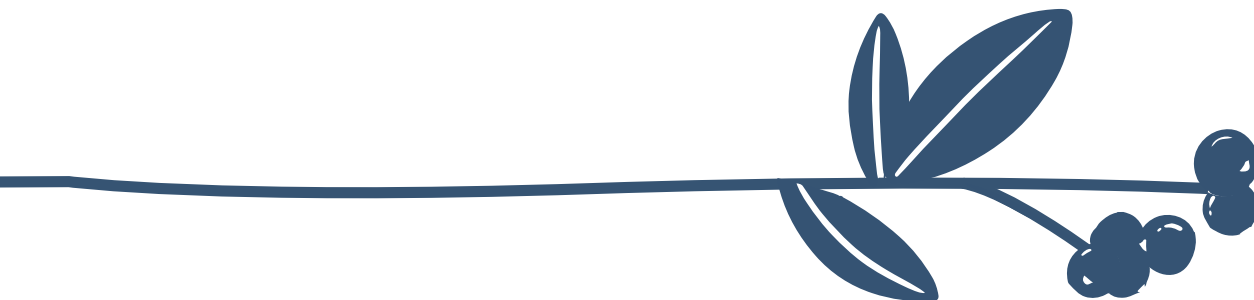
The site spans approximately 10.68 hectares and is capable of accommodating a diverse mix of up to 99 new homes at a location inherently sustainable. It also incorporates biodiverse open spaces (representing a net gain of 11.04% in habitat units), preserved trees and hedgerows, a naturalistic common area to maintain openness, a community orchard, an extension to the Tape Lane Allotments, a children's play space, a surface water drainage system with a permanently wet feature pond, and a network of footpaths and cycle routes.

The design proposal aims to establish a comprehensive, sustainable, and active travel strategy for the site. This includes the introduction of a new mobility hub equipped with delivery lockers, cycle parking, a bike repair station, and a bus stop. Additionally, the strategy integrates a bus route through the site.

The development strives to enhance character and quality through its urban design approach. The masterplan reflects careful consideration of the site's constraints, opportunities, and local context, emphasising compatibility with the distinct character of Hurst.

This DAS provides a clear explanation of how the masterplan was shaped by local context and stakeholder input. Inclusive design is a core element of the development, featuring publicly accessible landscapes and well-connected pedestrian and cycling pathways that establish new connections and walking loops within the surrounding area.



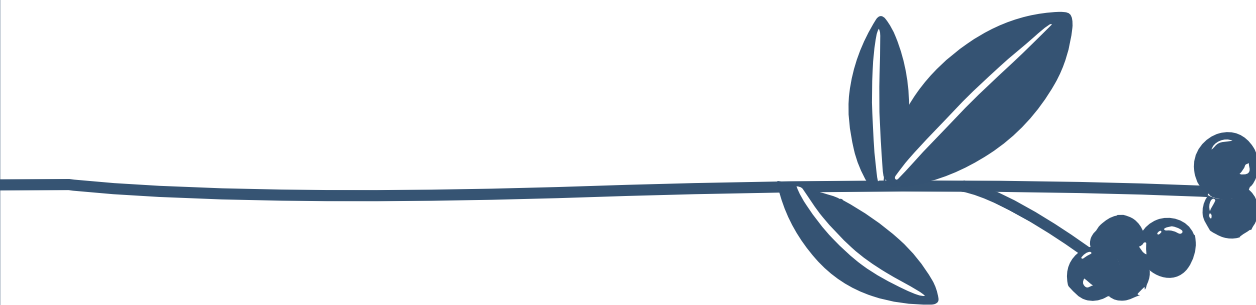


Summary of benefits to the future and existing local community:

- High-quality new homes, including affordable properties that increase opportunities for home ownership.
- A design that respects the character of Hurst.
- New publicly accessible open space that achieves a biodiversity net gain.
- A new publicly accessible naturalistic common that maintains a sense of openness across the site.
- A high standard of design and construction that enhances residential amenity.
- A sustainable and active travel strategy that includes a mobility hub, bus route and stop, and a network of off-road pedestrian and cycle paths.
- Off-site highway, pedestrian, and cycling infrastructure improvements.
- The creation of new employment opportunities through the proposed housing development during the construction phase.
- Additional Council Tax revenue, along with the New Homes Bonus.
- The provision of a children play space and informal areas for play.
- A community orchard and extension to the Tape Lane Allotments.
- The protection and enhancement of existing landscape features and biodiversity habitats.

Overall, the DAS provides a clear overview of the development principles, site characteristics, and the positive benefits it aims to bring to the local community of Hurst.





04

**APPENDIX A:
RESPONSE TO THE
'A DESIGN FOR
HURST SPD'**



APPENDIX 1:

A DESIGN FOR HURST

The 'A Design for Hurst' SPD sets out a series of objectives, leading to specific guidelines for the design of any future development within the parish, which will help to maintain and enhance the village's character. This appendix demonstrates how the proposals for Land east of Lodge Road will respond to the design and development aspirations identified in the document.

Historical links within the village need to be reflected in the names of new roads or developments

Response: The scheme will create new road names that reflect historical links within the village. This will be determined at Reserved Matters.

The open views and vistas need to be retained as far as possible.

Response: The proposals seek to retain a sense of openness within the scheme through the creation of a common. (see page 66, 76-83).

Landowners should be encouraged to protect and maintain the existing pattern of hedges and trees, ponds and streams in, around and between the agricultural fields.

Response: Land east of Lodge Road retains and enhances existing hedgerows, trees and streams wherever possible. Loss of vegetation is limited to access points (see pages 74-75 for vegetation to be removed).

Given the high water table and the extensive flood plains it is necessary that watercourses are properly maintained.

Response: A key issue to maintaining effective watercourses is additional surface water flow being conveyed to the watercourse as a result of development, which can lead to overtopping of the watercourse and erosion. The drainage strategy for this development mitigates this risk by limiting flows to the watercourse to a rate no greater than the current greenfield runoff rate that enters the watercourse. Then greenfield runoff rate for this development is 17.85 l/sec and is defined as Q_{bar} , which is the runoff rate for a 2.3 year return period. This strategy therefore provides betterment (reduction) to flows entering the watercourse. For example, the existing greenfield runoff rate for the 30-year return period for the site has been calculated as 41 l/sec. The proposed 30-year peak flow will be limited to Q_{bar} (17.85 l/sec).

Liaison is currently underway with the Environment Agency regarding the proposed new connection into the watercourse. This liaison is the first step in ultimately gaining approval for the proposed flow rate and the proposed works done to the watercourse. Subject to Environment Agency and Lead Local Flood Authority requirements, this is likely to culminate in an Ordinary Watercourse Consent which verifies the Environment Agency and / or Lead Local Flood Authority are satisfied that the proposed works to the watercourse will not be detrimental to the future effectiveness of the watercourse.

The 'SuDS Management Train' approach has been implemented in the drainage strategy for this development. The approach looks to treat and control runoff as close to source as possible, thus protecting downstream habitats and water bodies.

The proposed detention basin and attenuation pond as well as providing attenuation, also improve water quality of runoff that will ultimately enter the downstream watercourse.

External lighting installations on private land and buildings need to be sensitive to the rural aspects of the parish and minimise levels of light pollution.

Response: Although a Reserved Matter issue, every effort will be made to ensure external lighting installations on private land and buildings will be sensitive to the rural aspects of the parish and minimise levels of light pollution.

Trees are a vital element to the character of Hurst; future developments need to consider whether adequate space has been allowed for the growth of trees to maturity.

Response: Land east of Lodge Road retains on-site trees wherever possible. Where veteran trees have been identified, appropriate buffers are applied to ensure the setting and associated root protection zones of the trees are not adversely impacted by the development. Please see pages 74-75.

Consideration should be given to existing wildlife corridors, and where appropriate create new ones.

Response: The scheme considers existing wildlife corridors by situating development away from the site's perimeter planting. Proposals include a substantial amount of improved green space and landscape corridors within the site, positively contributing to the biodiversity net gain (see pages 76-87).

Access to open spaces and views of and from them to be retained

Response: The scheme proposes new accessible and multifunctional green space, with open views onto the space from the proposed development as well as homes along Tape Lane.

Public and sports open spaces to be used for activities that do not cause disturbance to residents or nuisance through excessive noise

Response: Appropriate distances have been applied between proposed play spaces and homes.

Consider all opportunities to extend or add to existing public spaces.

Response: See above responses

Enhance pedestrian access to Dinton Pastures and the River Loddon by the provision of new public footpaths linking them to the village and the rest of the network.

Response: The scheme proposes a number of pedestrian and cycle paths that link into the wider pedestrian network of Hurst (see pages 88-93).

Improved and new footpaths and bridle-ways in keeping with the rural nature of the Parish, in particular, extending the footpaths to enable safe pedestrian access between the village centre and the Church, and between Dinton Pastures and the River Loddon, are viewed as highly desirable subject for suitable funding.

Response: See above responses.

Street lighting should only be installed where necessary and plans to do so should bear in mind the rural nature of the area and the need to avoid increasing light pollution.

Response: Although a Reserved Matter, every effort will be made to ensure external lighting installations will be sensitive to the rural aspects of the parish and minimise levels of light pollution.

The effects of the 30 mph limit on the A321 needs to be monitored, and additional traffic calming measures considered if necessary.

Response: A series of traffic surveys have been commissioned to establish the existing traffic volumes and speeds on the local highway network. The results of the surveys are included in the accompanying Transport Assessment, which show that mean vehicle speeds along the A321 within Hurst are in accordance with the sign-posted 30mph speed limit.

Road safety has been a careful consideration in the designing of the proposed access arrangements, as well as the proposed pedestrian and cycle infrastructure improvements. Independent Road Safety Audits have been undertaken of the design proposals, with all matters raised appropriately addressed.

Safe pedestrian access to the village shops and St. Nicholas School should be considered when proposing any new developments within Hurst.

Response: The scheme proposes a wider pedestrian connections to Twyford railway station, new links along Tape Lane and possible connections to Hurst Shop. This will, however, be subject to further discussions with the parish (see pages 88-93).

A single pattern of street furniture needs to be established for use throughout the Parish. Following this, all new signage would use this standard, and in time existing signage would be replaced by it.

Response: Street furniture is explored as part of the landscape strategy. It will be explored further at the Reserved Matters stage of the application.

Where existing development is substantially along one side of the road only, new development on the opposite side needs to be assessed to ensure the essential character of the area is not adversely affected.

Response: A thorough character analysis (see pages 26-45) has been generated to inform the of the character of the proposals. This includes how the scheme seeks to respond directly to existing residential buildings along Tape Lane. This should however be further explored at Reserved Matters.

Existing building lines need to be considered when developing new or replacement buildings.

Response: See above responses.

Every encouragement should be given to the maintenance and replanting of existing and new hedgerows.

Response: Existing trees and hedgerow have been retained wherever possible. Where hedgerow has been removed, this has been replaced. Additional planting and reinforcement planting has been introduced within the scheme (see pages 68-87).

It is desirable that native trees and hedges are planted in association with any new development to aid the constant renewal of the landscape, especially in the south of the parish which is now recognised as part of the Central Berkshire Forest area.

Response: Please see above responses and pages 68-87.

The rural nature of the Parish dictates that soft boundary treatment is usually the most desirable, particularly the area fronting a road.

Response: The character assessment identifies a number of boundary treatments (see pages 42). As part of our character areas approach we include predominantly soft boundary treatments within the proposals (see pages 94-117).

The character and housing density of the surrounding area is an important factor in considering the impact of new development on its surroundings.

Response: We have undertaken a thorough density and character analysis as part of the masterplanning process to inform the proposals (see pages 26-45). This is also reflected in our character areas (pages 94-109) and responding to local character (pages 110-117).

New buildings need to reflect the proportions of those nearby. The visual impact of new buildings is important. Careful consideration needs to be given to the suitability of location, density, setting, grouping, use, and the effect on the character of the area.

Response: See above responses.

Utility and telephone companies need to be encouraged to share masts and posts where possible, and to place them in areas that minimise the visual impact.

Response: This will be subject to further discussion at Reserved Matters stage of the application.

A wildlife and ecology survey with proposals for future sustainable management should support all development proposals, which involve protected species and habitats.

Response: A suite of ecological assessments have been undertaken and submitted in support of this application. Baseline technical summaries can be found on pages 46-51 and the schemes ecological responses on pages 76-87.

The local Biodiversity Action Plan should be checked for the impact of proposal developments.

Response: Please see above responses.

Retain the existing allotments.

Response: The scheme is adjacent to Tape Lane allotments. As part of the proposals the allotments will be extended into the site, increasing the overall capacity within Hurst. The scheme also proposes a generously sized community orchard near the Lodge Road access point (see pages 68-69 and 76-87).

Public open spaces and other recreational facilities to be retained and enhanced.

Response: Land east of Lodge Road proposes new publicly accessible open space, that is currently inaccessible to the public. This will be naturalistic in character and will include footpaths, cycle routes and a play area, offering a new spaces for the community to come together and enjoy.

Unrestrained grass verges are viewed as being in keeping with the rural area, and every effort needs to be made to retain them wherever possible, especially away from the more built up areas within the centre of the village.

Response: The proposals deliver streets with grassed verges within the scheme. The first will be located along the primary access route in the north, and the second in the southern development parcel. Street tree planting will be implemented wherever possible. (see pages 68-69 and 76-87).

The local character and historical context of the buildings in Hurst can be reflected in design and the way that materials are used to give acceptable proportion, mass and detail in them.

Response: Please see earlier responses and refer to pages 26-45 and 94-117).

Stimulus for the design and construction of new buildings of originality will come from recognition of the merit of buildings of local traditional materials with vernacular style, shape and proportions.

Response: Please see earlier responses and refer to pages 26-45 and 94-117. This will inform any Reserved Matters application in respect to material use.

A sympathetic variety of house types and details lend interest to the street scene.

Response: The scheme will propose a variety of house types and details, and these are explored in the character areas pages of this document. This will however be finalised at reserved matters stage of the application (see also pages 26-45 and 94-117).

