

Photographic Evidence – Site Context and Visual Character

Appeal Site: 74 Eastern Avenue, Chippenham, Wiltshire **Appellant:** Andrew Hughes **Appeal Type:** Householder – Non-Determination, **LPA Reference:** PL/2025/09769

1. Introduction

This Photo Pack provides visual context to support the Appeal Statement. The images demonstrate:

- the character of the surrounding residential area
- the presence of existing slender vertical structures (TV aerials, telegraph poles, street infrastructure)
- the visibility of a distant utility pylon within the wider landscape
- the limited visibility of the appellant's mast from the public realm

These photos help illustrate that the proposed development is modest, domestic in scale, and visually consistent with the established character of the neighbourhood.

2. Public Realm Views

Photo 1 – View along the street near the appeal site

Caption: The mast is not visible from this public viewpoint, demonstrating no impact on the street scene or wider public realm.



3. Wider Visual Context

Photo 2 – Distant utility pylon visible from the street

A distant electricity pylon is visible from the street outside the appeal site. This illustrates the presence of tall vertical infrastructure within the wider visual context.

Rooftop TV antennas on nearby houses

Multiple rooftop TV antennas are present on surrounding properties. These slender vertical structures form part of the established residential character.



Photo 3,4,5,6,7 – Additional rooftop antennas and chimneys

Further examples of domestic vertical features, including TV aerials and chimneys, typical of the immediate area.



5. Wider Context – Additional Pylon View

Photo 8 – Pylon visible beyond residential properties

Caption: A second view showing the distant pylon within the wider landscape. This demonstrates that tall vertical structures are already part of the visual environment.



6. Summary

The photographs demonstrate that:

- the mast is **not visible** from the public realm
- the surrounding area contains **numerous slender vertical structures**, including TV aerials, telegraph poles, and street infrastructure
- a **distant utility pylon** is visible from the street, forming part of the wider visual context
- the proposed mast is modest, retractable, and visually consistent with the established character of the neighbourhood

These images support the conclusion that the proposal has a **limited and acceptable visual impact**, in accordance with **Core Policy 57** and **NPPF paragraph 130**.