

DESIGN ADDENDUM

Design Rationale Statement

Application Ref: 2026/01199

Site: Land South of Tudor Cottage, Park Lane, Cherhill

Applicant: Robert Willis

1. Site Context and Constraints

The application site occupies a position on the south-eastern edge of the village within the Conservation Area and has a visual relationship with Tudor Cottage, a Grade II listed building located to the north.

The site is defined by an established boundary comprising fencing and existing vegetation and is physically and legally separate from Tudor Cottage. As such, it does not form part of a larger open plot in practical terms, and the extent of the site is fixed by existing ownership.

The site is also subject to a degree of visibility from surrounding land, including views from the east and south. These factors have informed the design approach, particularly in relation to scale, height, and integration with the landscape.

2. Design Approach

The design has sought to create a simple, modest dwelling that responds appropriately to both the immediate context of Park Lane and the sensitivity of the site within the Conservation Area.

Rather than replicating a specific historic building type, the proposal adopts a restrained and straightforward form. This reflects the character of many dwellings along Park Lane, where simple brick and tile buildings form an established part of the streetscape.

The approach recognises that the character of this part of the Conservation Area is varied and has evolved over time, and that a carefully proportioned, simply designed dwelling can sit comfortably within this context.

3. Design Development

The design of the dwelling has been informed by the characteristics and constraints of the site from the outset.

The building has been conceived as a modest 1.5 storey structure, rather than a full two-storey form, in order to reduce its visual prominence and better reflect the scale of development within the area.

The adoption of a 1.5 storey form also reflects previous advice provided by the Conservation Officer, indicating that such an approach would be appropriate for the site. The proposal therefore aligns with this guidance, reinforcing the suitability of the scale and form of the dwelling.

In addition, the dwelling is set down into the natural landform, which assists in reducing its apparent height and ensures that it integrates more effectively into both the immediate and wider landscape.

The design has also been refined through the reduction of built form at first floor level, with part of the dwelling now expressed as a single-storey element. This reduces the overall massing and results in a building that appears less visually prominent within the landscape.

These design decisions form part of the fundamental approach to the scheme and are not subsequent alterations, but integral aspects of how the proposal responds to the sensitivity of the site.

The proposal also includes the removal of the existing garage and workshop building currently located on the site. This existing structure, constructed in brick with a double Roman tiled roof, will be demolished as part of the development, reducing the presence of existing built form and allowing for a more coherent and sensitive redevelopment of the site.

The removal of the previously proposed detached garage further reinforces this approach by reducing the overall scale and intensity of development.

The garage has been replaced with a simple, open-sided two-bay timber carport, reducing built form and visual impact.

4. Scale and Form

The scale and proportions of the dwelling have been carefully considered in relation to the surrounding built form.

The proposed building measures approximately 17 metres in length, which falls within the 15–18 metre range identified by the Conservation Officer as characteristic of traditional cottages in the area.

The use of a 1.5 storey form reduces the apparent height of the building, while setting the structure into the land further reduces its visual presence.

Although the dwelling is modestly wider than some historic examples, this is balanced by the reduced height and simplified form, resulting in a building that reads as appropriately scaled and subservient within its plot.

The dwelling is positioned approximately 45 metres back from Park Lane, further reducing its visual prominence within the street scene and limiting its impact on the character of the Conservation Area.

The proposed development occupies approximately 5.1% of the overall plot area, further demonstrating that the scheme does not represent overdevelopment of the site.

5. Response to Local Character

The immediate context along Park Lane includes a range of dwellings, many of which are of simple design and constructed in brick with tiled roofs.

The proposal reflects this established pattern through:

- a simple building form
- restrained detailing
- a consistent and appropriate material palette

This includes the use of brick for the external walls, reclaimed clay double Roman tiles for the roof, and timber windows in a heritage colour with flush casement detailing and traditional proportions.

This approach ensures that the dwelling responds to the character of the immediate area rather than introducing an overly complex or incongruous architectural form.

A recent planning approval at Crossways further demonstrates that simple brick and tile dwellings form part of the accepted character of the area.

6. Landscape and Boundary Strategy

The existing boundary between the site and Tudor Cottage is defined by fencing and planting and reflects the current subdivision of the land.

As this boundary cannot be altered in terms of ownership or layout, the design approach has focused on improving its visual appearance.

At present, the boundary between the application site and Tudor Cottage is defined by close-boarded fencing and a Thuja plicata hedge, which presents a domestic form of enclosure rather than a landscape feature.

The proposal includes the removal of the existing Thuja plicata planting and its replacement with native hedgerow planting, which will soften the visual impact of the boundary, provide a more natural edge treatment, and reinforce the rural character of the site.

Over time, this will allow the boundary to read as part of the wider landscape rather than as a domestic subdivision.

7. Access Strategy

The proposed access arrangement has been informed by site constraints and safety considerations.

The existing access serving Tudor Cottage is constrained, being narrow and located on a bend, and is not suitable to function as a shared access for an additional dwelling. Evidence submitted as part of the 2008 planning application confirms that this access represents the original historic access to the site, rather than the access approved under that permission.

The provision of a separate access is therefore considered necessary and appropriate in order to ensure safe and suitable access arrangements.

The proposed access has been designed to minimise its visual impact within the street scene. This is supported by the reduction in width to approximately 4.5 metres, the replacement of the previously proposed tarmac apron with natural cobble setts to create a softer and more sympathetic access finish, and the introduction of native hedgerow planting to soften the frontage.

It is also noted that the proposed access arrangements have been accepted by the Highway Authority, confirming that the access is appropriate in terms of safety and function.

The design of the access seeks to minimise its visual impact, and this will be supported by improved planting, including the introduction of native hedgerow species, to ensure integration with the surrounding landscape and reinforce the rural character of the area.

8. Conclusion

The proposal represents a considered and proportionate design response to the site and its context.

Through the evolution of the scheme, including the reduction in scale, integration with the landform, and improvements to boundary treatment, the design has been refined to address concerns and respond positively to the characteristics of the area.

The resulting dwelling is modest in form, reflective of its surroundings, and capable of integrating successfully into the Conservation Area without causing harm to its character or to the setting of Tudor Cottage.