

Purpose and Evidential Relevance of the Photographs

These photographs are submitted to Challenge the Conservation Officer's conclusion that the application site occupies a prominent position and that the proposed dwelling would be harmful in wider elevated views, including those from rising land around the Lansdowne Monument.

The images provide direct visual evidence of the site's actual relationship with Cherhill and the surrounding North Wessex Downs landscape. They record representative public viewpoints at approximately 440 metres, 1,135 metres and 1,133 metres from the application site, including locations beside the Lansdowne Monument and the Cherhill White Horse.

The photographs were taken using a full-frame camera at a focal length of 70mm. This provides a moderately restricted field of view and gives clear visual emphasis to distant landscape features rather than using a wide-angle view that could make the application site appear artificially smaller.

For clarity, the red annotation identifies the entire application site of approximately 3,358m². It does not represent the footprint or visible extent of the proposed dwelling. The dwelling would occupy approximately 170m²—only 5.1% of the outlined land. Even when the complete site is deliberately identified, it remains a minor and visually subordinate component of the extensive landscape panorama. Without annotation, its position and boundaries are not readily discernible.

The site does not occupy an isolated or exposed position on the skyline. It is contained within the established tree and hedgerow structure defining the edge of Cherhill and is viewed in the context of existing development, mature vegetation and the much wider agricultural landscape. The photographs therefore do not support the description of the application site as visually prominent within these far-reaching views.

These are baseline photographs rather than verified photomontages, and they are not presented as proof that no part of the completed dwelling could ever be visible. However, visibility alone does not establish landscape or heritage harm. A conclusion of harm requires a reasoned explanation of how the actual proposal—not the entire outlined site—would adversely affect the character, appearance or significance of the identified landscape or heritage assets.

The proposal is for a reduced, one-and-a-half-storey cottage-style dwelling, lowered into the site and supported by existing and strengthened landscaping. If the Council maintains that this development would be prominent or harmful in views from Cherhill Down, that conclusion should be supported by a clear assessment of the actual 170m² building footprint, its scale and position, and the substantial landscape containment demonstrated by these photographs.

The photographic evidence materially challenges the Conservation Officer's conclusion regarding wider visual harm and should be given proper consideration as part of the complete evidence base before any recommendation or decision is reached.



Viewpoint 1 – approximately 440 metres from the application site.

The application site is outlined in red for identification. From this viewpoint, it is substantially contained by mature trees and boundary vegetation and is not readily distinguishable as a separate land parcel without annotation. The site forms a limited component of a much broader agricultural, wooded and settlement landscape.



Viewpoint 2– approximately 1,135 metres from the application site, beside the Lansdowne Monument.

The application site is outlined in red for identification. From this elevated long-distance viewpoint, the site forms a very limited component of the extensive landscape panorama and is visually absorbed within the established tree and hedgerow structure at the edge of Cherhill. Without annotation, its location and boundaries are not readily discernible.



Viewpoint 3 – Approximately 1,133 Metres from the Application Site, Beside the Cherhill White Horse

This photograph directly challenges the assertion that the proposal would be visually prominent or harmful in far-reaching views from Cherhill Down. The red outline identifies the entire application site of approximately 3,358m²—not the proposed dwelling. The dwelling would occupy approximately 170m², representing only 5.1% of the outlined area. Even with the whole site deliberately marked, it remains a minor and visually subordinate element within an extensive panorama dominated by agricultural fields, woodland, mature hedgerows and established village development. Without the red outline, the site is not readily identifiable.

The proposed dwelling would be a reduced, one-and-a-half-storey cottage-style building, lowered into the site and contained by existing and strengthened landscaping. There is no objective basis within this view for describing that limited development as dominant, incongruous or harmful to the wider landscape. While this is a summer baseline photograph rather than a photomontage of the completed dwelling, it provides clear evidence of the site's scale, position and landscape containment. If harm from this viewpoint is maintained, the Council should identify precisely how a 170m² dwelling occupying only 5.1% of this visually contained site would materially affect the character or significance of the expansive landscape shown. The photographic evidence does not support the conclusion that the application site is visually prominent within this wider landscape view.