FIGURE 6.1: SIGNIFICANCE MATRIX FOR VISUAL EFFECTS

Sensitivity of Viewers (receptors) lies along a continuum from very high to negligible, depending on where the view is from (the status of that place) and the activities of the viewer at that location Very High High Negligible Medium Low Including viewers within internationally Including people working inside *Including viewers using public rights Including views from people* People using major transport designated landscapes (National Parks, of way, regional designated engaged in outdoor sports or corridors. for business and industry. AONB's, the setting of a scheduled Ancient landscapes or the setting of recreation, including people within cars and those driving Monument or Grade 1 listed buildings) and Grade II* listed buildings. views from residential properties. on local roads. Proposals are highly visual and extremely intrusive, destroying fine and valued views, into and across the area. HighMediumVery High Very High High MediumHigh Medium Low High Medium High High Medium Low Medium Low The proposals result in a noticeable change in the view High Medium Low MediumMedium Low Medium LowNegligible A barely perceptible change in view Medium Low Medium Low Negligible Negligible Low No change
No discernible
change in
the view NegligibleNegligible NegligibleNegligibleNegligible

C) CPM

Nature of the Impact (After construction and maturation of the mitigatory measures).

Adverse

- High (Very High High): The proposals are highly visually intrusive and would disrupt fine and valued views both into and across the area.
- Medium: The proposals are visually intrusive and will adversely impact on the landscape
- Low (Minor or Negligible): Little visual intrusion which can be mitigated for without an impact on the landscape character.

Beneficial

- Low (Minor or Negligible): Where the scheme would result in a barely perceptible improvement in the existing view.
- **Medium**: A noticable improvement in the view.
- **High**: A significant improvement in the view. Sense of place restored.

JB.

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