

TABLE 11.1: SIGNIFICANCE MATRIX FOR VISUAL EFFECTS

(For guidance only, professional interpretation of individual impacts required)

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	Medium	Low	Negligible
		<i>Including viewers within internationally designated landscapes (National Parks, AONB's, the setting of a scheduled Ancient Monument or Grade 1 listed buildings) and views from residential properties.</i>	<i>Including viewers using pedestrian streets, regional designated landscapes or the setting of Grade II* listed buildings. Tourists.</i>	<i>Including views from people engaged in outdoor sports or recreation, including people within cars and those driving on local roads.</i>	<i>People using major transport corridors.</i>	<i>Including people working inside for business and industry.</i>
Magnitude of Effect lies along a continuum from very high to no change, with an overlap between each defined category. This will depend on the amount of a view affected, the number of viewers affected and the duration of the effect.	Very High <i>Proposals are highly visible destroying (or creating) valued views into and across the area</i>	Very High	High	High	Moderate	Moderate
	High <i>Changes are evident and would significantly impair (or improve) views of the area</i>	High	High	Moderate	Moderate	Minor
	Medium <i>A noticeable deterioration (or improvement) in the view</i>	High	Moderate	Moderate	Minor	Minor
	Low <i>A barely perceptible change in view</i>	Moderate	Moderate	Minor	Minor	Negligible
	No change <i>No discernible change in the view</i>	Negligible	Minor	Negligible	Negligible	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible

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

Adverse

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

Neutral : Would cause a change in the views but this does not harm or bring significant benefits to the views.

Beneficial

- **Substantial (Very High - High)** : A significant improvement in the view. 'Sense of place' restored.
- **Moderate** : A noticeable improvement in the view.
- **Minor (Minor or Negligible)** : Where the scheme would result in a barely perceptible improvement in the existing view.