Appendix D: Visual Effects Table

Visual Receptor				Visual Effects							
				Construction Phase		Construction Phase Residual Effects		Operational Phase at Year 1		Operational Phase Residual Effects (Year 15)	
Name	**Value**	**Susceptibility**	**Sensitivity**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**
Pedestrians on PRoW immediately adjacent to the Site Photograph VL2	Low Views are experienced from PRoW Cottered 46. Whilst views are likely to be of local importance, they are from a location that is not designated and with no cultural associations. As such, their value is on balance Low.	High Receptors are people using PRoW, primarily for recreation. They are therefore likely to be engaged in an activity where their visual setting is of the utmost importance and the landscape is the main focus of their attention. For these receptors, their appreciation of their surroundings makes an important contribution to the amenity experience of their journey. As such, their susceptibility is High.	Medium The combination of the Low value and High susceptibility of pedestrians on PRoW within and immediately adjacent to the Site results in a Medium sensitivity.	Small During the construction phase, pedestrians on PRoW immediately adjacent to the Site will experience transient, near distance, partial to open views of the construction equipment, materials and activity associated with the Proposed Development. The construction phase will cause a noticeable change in the existing views, resulting in the loss and addition of features that will noticeably alter the composition of the views. However, the change will be short term due to the limited period of construction and the transient nature of the views. As such, the magnitude of change will on balance be Small.	Minor Adverse During the construction phase, the negative changes to the views resulting from the construction of the Proposed Development will include the addition of the construction equipment, materials and activity. During construction the alterations will result in a limited deterioration in the existing views. As such, the significance of the effect will be Minor Adverse.	Very Small Secondary mitigation measures during the construction phase, including the use of solid hoardings and the siting of compounds and stockpiles away from the western extents of the Site, will be implemented, and some of these will reduce the magnitude of change to views. The positive effects of the construction mitigation will result in there being a limited change in the existing views, resulting in the loss and addition of features that will not materially alter the composition of the views. However, the change will remain short term due to the limited period of construction and the transient nature of the views. As such, the magnitude of change will on balance be Very Small.	Negligible Adverse The adverse significance of the negative changes to the views resulting from the construction equipment, compounds and stockpiles will be appreciably reduced by the secondary mitigation measures. The positive effects of the mitigation will result in there being a barely perceptible deterioration in the existing views. As such, the significance of the effect will be Moderate Minor.	Medium At Year 1, pedestrians on PRoW immediately adjacent to the Site will experience transient, near distance, partial to open views of the proposed commercial built form. At Year 1 the proposals will cause a noticeable change to the existing views, resulting in the loss and addition of features that will noticeably alter the composition of the views. The changes to the views will be long term and irreversible, although the views themselves will be transient. On balance, the magnitude of change will be Medium.	Moderate Adverse At Year 1, the negative changes to the views resulting from implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. At Year 1 the alterations will result in a noticeable deterioration in the existing views. As such the significance of the effect will be Moderate Adverse.	Small At Year 15, pedestrians on PRoW immediately adjacent to the Site will experience transient, near distance, partial views of the proposed commercial built form. The built form will have become softened and integrated into the landscape of the Site and its immediate surroundings by the proposed planting, which will have become established. This planting will include the landscape strategy shown on the Illustrative Masterplan, as well as the improved management of the existing retained vegetation. At Year 15 the proposals will cause a pronounced change to the existing views, resulting in the loss and addition of features that will substantially alter the composition of the views, which will be transient. Whilst the change will be long term, part of it will be reversible. On balance, however, the magnitude of change will be Large.	Minor Adverse At Year 15 the negative changes to the views resulting from the implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. The positive changes resulting from the secondary mitigation will have become established. As a result of factoring in these positive changes to the consideration of the effect, the significance of the effect will be reduced. At Year 15 therefore, the alterations will result in a limited deterioration in the existing views. As such the significance of the effect will be Minor Adverse.

Visual Receptor				Visual Effects							
				Construction Phase		Construction Phase Residual Effects		Operational Phase at Year 1		Operational Phase Residual Effects (Year 15)	
Name	**Value**	**Susceptibility**	**Sensitivity**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**
Pedestrians on PRoW within 0.5km of the Site Photographs VL3, VL8, VL10, VL12, VL15, VL16 and VL17	Low Views are experienced from PRoW Cottered 39, Cottered 40, Cottered 46, Buntingford 29 and Aspenden 10. Whilst views are likely to be of local importance, they are from a location that is not designated and with no cultural associations. As such, their value is on balance Low.	High Receptors are people using PRoW, primarily for recreation. They are therefore likely to be engaged in an activity where their visual setting is of the utmost importance and the landscape is the main focus of their attention. For these receptors, their appreciation of their surroundings makes an important contribution to the amenity experience of their journey. As such, their susceptibility is High.	Medium The combination of the Low value and High susceptibility of pedestrians on PRoW within 0.5km of the Site results in a Medium sensitivity.	Small During the construction phase, pedestrians on PRoW within 0.5km of the Site will experience transient, near to medium distance, glimpsed to partial views of the construction equipment, materials and activity associated with the Proposed Development. Views will be frontal or oblique, but partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or along the A507. There will be a range of visibility depending on the distance from the Site and the extent of the Site that is seen in the composition of the view. However, in the worst case scenario the construction will be experienced by receptors on PRoW Cottered 40 to the north of the Site. The construction phase will cause a noticeable change in the existing views, resulting in the loss and addition of features that will noticeably alter the composition of the views. However, the change will be short term due to the limited period of construction and the transient nature of the views. As such, the magnitude of change will on balance be Small.	Minor Adverse During the construction phase, the negative changes to the views resulting from the construction of the Proposed Development will include the addition of the construction equipment, materials and activity. During construction the alterations will result in a limited deterioration in the existing views. On balance, the significance of the effect will be Minor Adverse.	Very Small Secondary mitigation measures during the construction phase, such as the use of solid hoardings and the considered siting of compounds and stockpiles, will be implemented, and these will appreciably reduce the magnitude of change to these views. The positive effects of the construction mitigation will result in there being a limited change in the existing views, which will not materially alter the composition of the views. However, the change will remain short term due to the limited period of construction and the transient nature of the views. As such, the magnitude of change will on balance be Very Small.	Negligible Adverse The adverse significance of the negative changes to the views resulting from the construction equipment, compounds and stockpiles will be appreciably reduced by the secondary mitigation measures. The positive effects of the mitigation will result in there being a barely perceptible deterioration in the existing views. On balance, the significance of the effect will be Negligible Adverse.	Medium At Year 1, pedestrians on PRoW within 0.5km of the Site will experience transient, near to medium distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal or oblique, but partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or along the A507. There will be a range of visibility depending on the distance from the Site and the extent of the Site that is seen in the composition of the view. However, in the worst case scenario the Proposed Development will be experienced by receptors on PRoW Cottered 40 to the north of the Site. At Year 1 the proposals will cause a noticeable change to the existing views, resulting in the loss and addition of features that will noticeably alter the composition of the views. Whilst the change will be medium to long-term, the views will be transient. On balance, the magnitude of change will be Medium.	Moderate Adverse At Year 1, the negative changes to the views resulting from implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. At Year 1 the alterations will result in a noticeable deterioration in the existing views. On balance, the significance of the effect will be Moderate Adverse.	Medium At Year 15, pedestrians on PRoW within 0.5km of the Site will experience transient, near to medium distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal or oblique, but partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or along the A507. There will be a range of visibility depending on the distance from the Site and the extent of the Site that is seen in the composition of the view. However, in the worst case scenario the Proposed Development will be experienced by receptors on PRoW Cottered 40 to the north of the Site. The built form will have become softened and integrated into the landscape of the Site and its immediate surroundings by the proposed planting, which will have become established. This planting will include the landscape strategy shown on the Illustrative Masterplan, as well as the improved management of the existing retained vegetation. At Year 15 the proposals will cause a noticeable change to the existing views, resulting in the loss and addition of features that will noticeably alter the composition of the views. Whilst the change will be long term, the views will be transient. On balance, the magnitude of change will be Medium.	Minor Adverse At Year 15 the negative changes to the views resulting from the implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. The positive changes resulting from the secondary mitigation will have become established. As a result of factoring in these positive changes to the consideration of the effect, the significance of the effect will be reduced. At Year 15 therefore, the alterations will result in a limited deterioration in the existing views. On balance, the significance of the effect will be Minor Adverse.

Visual Receptor				Visual Effects							
				Construction Phase		Construction Phase Residual Effects		Operational Phase at Year 1		Operational Phase Residual Effects (Year 15)	
Name	**Value**	**Susceptibility**	**Sensitivity**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**
Pedestrians on PRoW 0.5km to 1km from the Site	Low	High	Medium	Very Small	Negligible Adverse	Very Small	Negligible Adverse	Small	Minor Adverse	Very Small	Negligible Adverse
	Views are experienced from PRoW within the wider landscape context, at least 0.5km from the Site. Whilst views are likely to be of local importance, they are from a location that is not designated and with no cultural associations. As such, their value is on balance Low.	Receptors are people using PRoW, primarily for recreation. They are therefore likely to be engaged in an activity where their visual setting is of the utmost importance and the landscape is the main focus of their attention. For these receptors, their appreciation of their surroundings makes an important contribution to the amenity experience of their journey. As such, their susceptibility is High.	The combination of the Low value and High susceptibility of pedestrians on PRoW 0.5km to 1km from the Site results in a Medium sensitivity.	During the construction phase, pedestrians on PRoW 0.5km to 1km from the Site will experience transient, medium to long distance, glimpsed to partial views of the construction equipment, materials and activity associated with the Proposed Development. Views will be frontal to oblique, and partially screened or filtered by intervening field boundary vegetation. There will be a range of visibility depending on the distance from the Site and the extent of the Site that is seen in the composition of the view. However, in the worst case scenario the construction will be experienced by receptors in limited locations along PRoW Cottered 39 to the north-west of the Site, although even these will at times be filtered by vegetation in the foreground of views. The construction phase will cause a limited change in the existing views, which will not materially alter the composition of the views. The change will be short term due to the limited period of construction and the transient nature of the views. As such, the magnitude of change will on balance be Very Small.	During the construction phase, the negative changes to the views resulting from the construction of the Proposed Development will include the addition of the construction equipment, materials and activity. During construction the alterations will result in a barely perceptible deterioration in the existing views. On balance, the significance of the effect will be Negligible Adverse.	Secondary mitigation measures during the construction phase, such as the use of solid hoardings and the considered siting of compounds and stockpiles, will be implemented, although these will not alter the magnitude of change to these views. Whilst construction mitigation will have a positive effect, there will remain a limited change in the existing views, which will not materially alter the composition of the views. The change will remain short term due to the limited period of construction and the transient nature of the views. As such, the magnitude of change will on balance be Very Small.	The adverse significance of the negative changes to the views resulting from the construction equipment, compounds and stockpiles will not be appreciably reduced by the secondary mitigation measures. Whilst construction mitigation will have a positive effect, the alterations will continue to result in a barely perceptible deterioration in the existing views. On balance, the significance of the effect will be Negligible Adverse.	At Year 1, pedestrians on PRoW 0.5km to 1km from the Site will experience transient, medium to long distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal to oblique, and partially screened or filtered by intervening field boundary vegetation. There will be a range of visibility depending on the distance from the Site and the extent of the Site that is seen in the composition of the view. However, in the worst case scenario the Proposed Development will be experienced by receptors in limited locations along PRoW Cottered 39 to the north-west of the Site, although even these will at times be filtered by vegetation in the foreground of views. At Year 1 the proposals will cause a limited change to the existing views, resulting in the loss and addition of features that will not materially alter the composition of the views. Whilst the change will be long term, the views will be transient. On balance, the magnitude of change will be Small.	At Year 1, the negative changes to the views resulting from implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. At Year 1 the alterations will result in a limited deterioration in the existing views. On balance, the significance of the effect will be Minor Adverse.	At Year 15, pedestrians on PRoW 0.5km to 1km from the Site will experience transient, medium to long distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal to oblique, and partially screened or filtered by intervening field boundary vegetation. There will be a range of visibility depending on the distance from the Site and the extent of the Site that is seen in the composition of the view. However, in the worst case scenario the construction will be experienced by receptors in limited locations along PRoW Cottered 39 to the north-west of the Site, although even these will at times be filtered by vegetation in the foreground of views. The built form will have become softened and integrated into the landscape of the Site and its immediate surroundings by the proposed planting, which will have become established. This planting will include the landscape strategy shown on the Illustrative Masterplan, as well as the improved management of the existing retained vegetation. At Year 15 the proposals will cause a barely perceptible change to the existing views. Whilst the change will be long term, the views will be transient. On balance, the magnitude of change will be Very Small.	At Year 15 the negative changes to the views resulting from the implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. The positive changes resulting from the secondary mitigation will have become established. As a result of factoring in these positive changes to the consideration of the effect, the significance of the effect will be reduced. At Year 15 therefore, the alterations will result in a barely perceptible to limited deterioration in the existing views. As such the significance of the effect will be Negligible Adverse.

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				Construction Phase		Construction Phase Residual Effects		Operational Phase at Year 1		Operational Phase Residual Effects (Year 15)	
Name	**Value**	**Susceptibility**	**Sensitivity**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**
Pedestrians on PRoW on elevated land more than 1km from the Site Photographs VL4, VL5, VL9, VL13A, VL13B and VL14	Low Views are experienced from PRoW on elevated land within the wider landscape context, more than 1km from the Site. Whilst views are likely to be of local importance, they are from a location that is not designated and with no cultural associations. As such, their value is on balance Low.	High Receptors are people using PRoW, primarily for recreation. They are therefore likely to be engaged in an activity where their visual setting is of the utmost importance and the landscape is the main focus of their attention. For these receptors, their appreciation of their surroundings makes an important contribution to the amenity experience of their journey. As such, their susceptibility is High.	Medium The combination of the Low value and High susceptibility of pedestrians on PRoW on elevated land more than 1km from the Site results in a Medium sensitivity.	Very Small During the construction phase, pedestrians on PRoW on elevated land more than 1km from the Site will have transient, long distance, glimpsed to partial views of the construction equipment, materials and activity associated with the Proposed Development. Views will be frontal to oblique, and partially screened or filtered by intervening vegetation, built form and undulating topography. The construction phase will cause a limited change in the existing views, which will not materially alter the composition of the views. The change will be short term due to the limited period of construction and the transient nature of the views. As such, the magnitude of change will on balance be Very Small.	Negligible Adverse During the construction phase, the negative changes to the views resulting from the construction of the Proposed Development will include the addition of the construction equipment, materials and activity. During construction the alterations will result in a barely perceptible deterioration in the existing views. As such, the significance of the effect will be Negligible Adverse.	Very Small Secondary mitigation measures during the construction phase, such as the use of solid hoardings and the considered siting of compounds and stockpiles, will be implemented, although these will not alter the magnitude of change to these views. Whilst construction mitigation will have a positive effect, there will remain a limited change in the existing views, which will not materially alter the composition of the views. The change will remain short term due to the limited period of construction and the transient nature of the views. As such, the magnitude of change will on balance be Very Small.	Negligible Adverse The adverse significance of the negative changes to the views resulting from the construction equipment, compounds and stockpiles will not be appreciably reduced by the secondary mitigation measures. Whilst construction mitigation will have a positive effect, the alterations will continue to result in a barely perceptible deterioration in the existing views. As such, the significance of the effect will be Negligible Adverse.	Small At Year 1, pedestrians on PRoW on elevated land more than 1km from the Site will have transient, long distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal to oblique, and partially screened or filtered by intervening vegetation, built form and undulating topography. At Year 1 the proposals will cause a limited change to the existing views, which will not materially alter the composition of the views, which will be transient. Whilst the change will be long term, the views will be transient. As such, the magnitude of change will be Small.	Minor Adverse At Year 1, the negative changes to the views resulting from implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. At Year 1 the alterations will result in a limited deterioration in the existing views. As such the significance of the effect will be Minor Adverse.	Small At Year 15, pedestrians on PRoW on elevated land more than 1km from the Site will have transient, long distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal to oblique, and partially screened or filtered by intervening vegetation, built form and undulating topography. The built form will have become softened and integrated into the landscape of the Site and its immediate surroundings by the proposed planting, which will have become established. This planting will include the landscape strategy shown on the Illustrative Masterplan, as well as the improved management of the existing retained vegetation. At Year 15 the proposals will cause a limited change to the existing views, resulting in the loss and addition of features that will not materially alter the composition of the views, which will be transient. Whilst the change will be long term, part of it will be reversible. As such, the magnitude of change will be Small.	Negligible Adverse At Year 15 the negative changes to the views resulting from the implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. The positive changes resulting from the secondary mitigation will have become established. As a result of factoring in these positive changes to the consideration of the effect, the significance of the effect will be reduced. At Year 15 therefore, the alterations will result in a barely perceptible deterioration in the existing views. As such the significance of the effect will be Negligible Adverse.

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Name	**Value**	**Susceptibility**	**Sensitivity**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**
Users of principal roads within 0.5km of the Site Photographs VL2 and VL11	Low Views are experienced from the A10 and A507. Views are from a location that is not designated and with no cultural associations. As such, their value is Low.	Low Receptors are people using a principal road, and are therefore likely to be engaged in an activity and at a location where their visual setting of the least importance and their attention is least focussed on the landscape. For these receptors, their appreciation of their surroundings is of the least relevance to their journey. As such, their susceptibility is Low.	Low The combination of the Low value and Low susceptibility of users of principal roads within 0.5km of the Site results in a Low sensitivity.	Small During the construction phase, users of principal roads within 0.5km of the Site will have near to medium distance, glimpsed to open views of the construction equipment, materials and activity associated with the Proposed Development. Views will predominantly be funnelled along the route by roadside vegetation, although in some places, particularly where the A10 passes alongside the north-eastern Site boundary, the adjacent hedgerows are denuded, allowing oblique but open views of the construction. Denuded hedgerow along the northern boundary similarly allows oblique but open views of the construction for receptors on the A507, who will also have near distance, open views of the construction of the new junction of the access road with the A507. Views will primarily be highly transient due to the speed at which vehicles travel along these highways, although vehicle speeds will be lower on the adjacent stretch of the A10 as they approach and exit the roundabout here, and the speed of travel will also be reduced on the approach to and around the construction of the new gateway at the junction with the new Site access road. The construction phase will cause a noticeable change in the existing views, resulting in the loss and addition of features that will noticeably alter the composition of the views. However, the change will be short term due to the limited period of construction and the transient nature of the views. As such, the magnitude of change will on balance be Small.	Minor Adverse During the construction phase, the negative changes to the views resulting from the construction of the Proposed Development will include the addition of the construction equipment, materials and activity. During construction the alterations will result in a limited deterioration in the existing views. As such, the significance of the effect will be Minor Adverse.	Small Secondary mitigation measures during the construction phase, such as the use of solid hoardings and the considered siting of compounds and stockpiles, will be implemented, although these will not alter the magnitude of change to these views. Whilst construction mitigation will have a positive effect, there will remain a noticeable change in the existing views, which will noticeably alter the composition of the views. The change will remain short term due to the limited period of construction and the transient nature of the views. As such, the magnitude of change will on balance be Small.	Minor Adverse The adverse significance of the negative changes to the views resulting from the construction equipment, compounds and stockpiles will not be appreciably reduced by the secondary mitigation measures. Whilst construction mitigation will have a positive effect, the alterations will continue to result in a limited deterioration in the existing views. As such, the significance of the effect will be Minor Adverse.	Medium At Year 1, users of principal roads within 0.5km of the Site will have near to medium distance, glimpsed to open views of the proposed commercial built form. Views will predominantly be funnelled along the route by roadside vegetation, although in some places, particularly where the A10 passes alongside the north-eastern Site boundary, the adjacent hedgerows are denuded, allowing oblique but open views of the construction. Denuded hedgerow along the northern boundary similarly allows oblique but open views of the construction for receptors on the A507, who will also have near distance, open views of the new junction of the access road with the A507. Views will primarily be highly transient due to the speed at which vehicles travel along these highways, although vehicle speeds will be lower on the adjacent stretch of the A10 as they approach and exit the roundabout here, and the speed of travel will also be reduced on the approach to and around the new gateway at the junction with the new Site access road. At Year 1 the proposals will cause a noticeable change to the existing views, resulting in the loss and addition of features that will noticeably alter the composition of the views. Whilst the change will be long term, the views will be transient. As such, the magnitude of change will be Medium.	Minor Adverse At Year 1, the negative changes to the views resulting from implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. At Year 1 the alterations will result in a limited deterioration in the existing views. As such the significance of the effect will be Minor Adverse.	Medium At Year 15, users of principal roads within 0.5km of the Site will have near to medium distance, glimpsed to open views of the proposed commercial built form. Views will predominantly be funnelled along the route by roadside vegetation, although in some places, particularly where the A10 passes alongside the north-eastern Site boundary, the adjacent hedgerows are denuded, allowing oblique but open views of the construction. Denuded hedgerow along the northern boundary similarly allows oblique but open views of the construction for receptors on the A507, who will also have near distance, open views of the new junction of the access road with the A507. Views will primarily be highly transient due to the speed at which vehicles travel along these highways, although vehicle speeds will be lower on the adjacent stretch of the A10 as they approach and exit the roundabout here, and the speed of travel will also be reduced on the approach to and around the new gateway at the junction with the new Site access road. The built form will have become softened and integrated into the landscape of the Site and its immediate surroundings by the proposed planting, which will have become established. This planting will include the landscape strategy shown on the Illustrative Masterplan, as well as the improved management of the existing retained vegetation. At Year 15 the proposals will cause a noticeable change to the existing views, resulting in the loss and addition of features that will noticeably alter the composition of the views. Whilst the change will be long term, they will be transient. As such, the magnitude of change will be Medium.	Minor Adverse At Year 15 the negative changes to the views resulting from the implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. The positive changes resulting from the secondary mitigation will have become established. However, this will not appreciably reduce the adverse significance of the negative changes. At Year 15 the alterations will continue to result in a limited deterioration in the existing views. As such the significance of the effect will be Minor Adverse.

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				Construction Phase		Construction Phase Residual Effects		Operational Phase at Year 1		Operational Phase Residual Effects (Year 15)	
Name	**Value**	**Susceptibility**	**Sensitivity**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**
Residents of dwellings within 0.5km of the Site	Low	High	Medium	Medium	Moderate Adverse	Medium	Moderate Adverse	Large	Major Adverse	Large	Moderate Adverse
Photograph VL11	Views are experienced from How Green Farm and dwellings on Longmead. Views are from a location that is not designated and with no cultural associations. As such, their value is Low.	Receptors are people at their place of residence. Whilst their attention is likely to be only partially focussed on the landscape, they are at a location where their visual setting is likely to be important. For these receptors, their appreciation of their surroundings makes an important contribution to the amenity experience of their homes. As such, their susceptibility is on balance high.	The combination of the Low value and High susceptibility of residents of dwellings within 0.5km of the Site results in a Medium sensitivity.	During the construction phase, residents of dwellings within 0.5km of the Site will experience fixed, near to medium distance, glimpsed to partial views of the construction equipment, materials and activity associated with the Proposed Development. Views will be frontal to oblique, and partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or within their own curtilages. There will be a range of visibility depending on the distance from the Site and the extent of the Site that is seen in the composition of the view. However, in the worst case scenario the construction will be experienced by receptors in dwellings on Longmead to the east of the Site. The construction phase will cause a pronounced change in the existing views, resulting in the loss and addition of features that will substantially alter the composition of the views. However, the change will be short term due to the limited period of construction. As such, the magnitude of change will on balance be Medium.	During the construction phase, the negative changes to the views resulting from the construction of the Proposed Development will include the addition of the construction equipment, materials and activity. During construction the alterations will result in a partial deterioration in the existing views. As such, the significance of the effect will be Moderate Adverse.	Secondary mitigation measures during the construction phase, such as the use of solid hoardings and the considered siting of compounds and stockpiles, will be implemented, although these will not alter the magnitude of change to these views. Whilst construction mitigation will have a positive effect, there will remain a pronounced change in the existing views, resulting in the loss and addition of features that will substantially alter the composition of the views. However, the change will remain short term due to the limited period of construction. As such, the magnitude of change will on balance be Medium.	The adverse significance of the negative changes to the views resulting from the construction equipment, compounds and stockpiles will not be appreciably reduced by the secondary mitigation measures. Whilst construction mitigation will have a positive effect, the alterations will continue to result in a noticeable deterioration in the existing views. As such, the significance of the effect will be Moderate Adverse.	At Year 1, residents of dwellings within 0.5km of the Site will experience fixed, near to medium distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal to oblique, and partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or within their own curtilages. There will be a range of visibility depending on the distance from the Site and the extent of the Site that is seen in the composition of the view. However, in the worst case scenario the Proposed Development will be experienced by receptors in dwellings on Longmead to the east of the Site. At Year 1 the proposals will cause a pronounced change to the existing views, resulting in the loss and addition of features that will substantially alter the composition of the views. The change will be long term. On balance, the magnitude of change will be Large.	At Year 1, the negative changes to the views resulting from implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. At Year 1 the alterations will result in a pronounced deterioration in the existing views. As such the significance of the effect will be Major Adverse.	At Year 15, residents of dwellings within 0.5km of the Site will experience fixed, near to medium distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal to oblique, and partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or within their own curtilages. There will be a range of visibility depending on the distance from the Site and the extent of the Site that is seen in the composition of the view. However, in the worst case scenario the Proposed Development will be experienced by receptors in dwellings on Longmead to the east of the Site. The built form will have become softened and integrated into the landscape of the Site and its immediate surroundings by the proposed planting, which will have become established. This planting will include the landscape strategy shown on the Illustrative Masterplan, as well as the improved management of the existing retained vegetation. At Year 15 the proposals will cause a pronounced change to the existing views, resulting in the loss and addition of features that will substantially alter the composition of the views. The change will be long term. On balance, the magnitude of change will be Large.	At Year 15 the negative changes to the views resulting from the implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. The positive changes resulting from the secondary mitigation will have become established. As a result of factoring in these positive changes to the consideration of the effect, the significance of the effect will be reduced. At Year 15 therefore, the alterations will result in a partial deterioration in the existing views. As such the significance of the effect will be Moderate Adverse.

Visual Receptor				Visual Effects							
				Construction Phase		Construction Phase Residual Effects		Operational Phase at Year 1		Operational Phase Residual Effects (Year 15)	
Name	**Value**	**Susceptibility**	**Sensitivity**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**
Residents of dwellings 0.5km to 1km from the Site	Low	High	Medium	Very Small	Negligible Adverse	Very Small	Negligible Adverse	Small	Minor Adverse	Small	Negligible Adverse
	Views are experienced from dwellings within the wider landscape context, at least 0.5km from the Site. Views are from a location that is not designated and with no cultural associations. As such, their value is Low.	Receptors are people at their place of residence. Whilst their attention is likely to be only partially focussed on the landscape, they are at a location where their visual setting is likely to be important. For these receptors, their appreciation of their surroundings makes an important contribution to the amenity experience of their homes. As such, their susceptibility is on balance high.	The combination of the Low value and High susceptibility of residents of dwellings 0.5km to 1km from the Site results in a Medium sensitivity.	During the construction phase, residents of dwellings 0.5km to 1km from the Site will experience fixed, medium to long distance, glimpsed to partial views of the construction equipment, materials and activity associated with the Proposed Development. Views will be frontal to oblique, and partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or within their own curtilages. The construction phase will cause a limited change in the existing views, which will not materially alter the composition of the views. The change will be short term due to the limited period of construction. As such, the magnitude of change will on balance be Very Small.	During the construction phase, the negative changes to the views resulting from the construction of the Proposed Development will include the addition of the construction equipment, materials and activity. During construction the alterations will result in a barely perceptible deterioration in the existing views. As such, the significance of the effect will be Negligible Adverse.	Secondary mitigation measures during the construction phase, such as the use of solid hoardings and the considered siting of compounds and stockpiles, will be implemented, although these will not alter the magnitude of change to these views. Whilst construction mitigation will have a positive effect, there will remain a limited change in the existing views, which will not materially alter the composition of the views. The change will remain short term due to the limited period of construction. As such, the magnitude of change will on balance be Very Small.	The adverse significance of the negative changes to the views resulting from the construction equipment, compounds and stockpiles will not be appreciably reduced by the secondary mitigation measures. Whilst construction mitigation will have a positive effect, the alterations will continue to result in a barely perceptible deterioration in the existing views. As such, the significance of the effect will be Negligible Adverse.	At Year 1, residents of dwellings 0.5km to 1km from the Site will experience fixed, medium to long distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal to oblique, and partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or within their own curtilages. At Year 1 the proposals will cause a barely perceptible change to the existing views, although the change will be long term. On balance, the magnitude of change will be Small.	At Year 1, the negative changes to the views resulting from implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. At Year 1 the alterations will result in a limited deterioration in the existing views. As such the significance of the effect will be Minor Adverse.	At Year 15, residents of dwellings 0.5km to 1km from the Site will experience fixed, medium to long distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal to oblique, and partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or within their own curtilages. The built form will have become softened and integrated into the landscape of the Site and its immediate surroundings by the proposed planting, which will have become established. This planting will include the landscape strategy shown on the Illustrative Masterplan, as well as the improved management of the existing retained vegetation. At Year 15 the proposals will cause a barely perceptible change to the existing views, although the change will be long term. On balance, the magnitude of change will be Small.	At Year 15 the negative changes to the views resulting from the implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. The positive changes resulting from the secondary mitigation will have become established. As a result of factoring in these positive changes to the consideration of the effect, the significance of the effect will be reduced. At Year 15 therefore, the alterations will result in a barely perceptible deterioration in the existing views. As such the significance of the effect will be Negligible Adverse.

Visual Receptor				Visual Effects							
				Construction Phase		Construction Phase Residual Effects		Operational Phase at Year 1		Operational Phase Residual Effects (Year 15)	
Name	**Value**	**Susceptibility**	**Sensitivity**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**
Residents of dwellings on elevated land more than 1km from the Site Photographs VL5 and VL13A	Low	High	Medium	Very Small	Negligible Adverse	Very Small	Negligible Adverse	Small	Minor Adverse	Small	Negligible Adverse
	Views are experienced from dwellings on elevated land within the wider landscape context, more than 1km from the Site. Views are from a location that is not designated and with no cultural associations. As such, their value is Low.	Receptors are people at their place of residence. Whilst their attention is likely to be only partially focussed on the landscape, they are at a location where their visual setting is likely to be important. For these receptors, their appreciation of their surroundings makes an important contribution to the amenity experience of their homes. As such, their susceptibility is on balance high.	The combination of the Low value and High susceptibility of residents of dwellings on elevated land more than 1km from the Site results in a Medium sensitivity.	During the construction phase, residents of dwellings on elevated land more than 1km from the Site will experience fixed, long distance, glimpsed to partial views of the construction equipment, materials and activity associated with the Proposed Development. Views will be frontal to oblique, and partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or within their own curtilages. The construction phase will cause a limited change in the existing views, which will not materially alter the composition of the views. The change will be short term due to the limited period of construction. As such, the magnitude of change will on balance be Very Small.	During the construction phase, the negative changes to the views resulting from the construction of the Proposed Development will include the addition of the construction equipment, materials and activity. During construction the alterations will result in a barely perceptible deterioration in the existing views. As such, the significance of the effect will be Negligible Adverse.	Secondary mitigation measures during the construction phase, such as the use of solid hoardings and the considered siting of compounds and stockpiles, will be implemented, although these will not alter the magnitude of change to these views. Whilst construction mitigation will have a positive effect, there will remain a limited change in the existing views, which will not materially alter the composition of the views. The change will remain short term due to the limited period of construction. As such, the magnitude of change will on balance be Very Small.	The adverse significance of the negative changes to the views resulting from the construction equipment, compounds and stockpiles will not be appreciably reduced by the secondary mitigation measures. Whilst construction mitigation will have a positive effect, the alterations will continue to result in a barely perceptible deterioration in the existing views. As such, the significance of the effect will be Negligible Adverse.	At Year 1, residents of dwellings on elevated land more than 1km from the Site will experience fixed, long distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal to oblique, and partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or within their own curtilages. At Year 1 the proposals will cause a barely perceptible change to the existing views, although the change will be long term. On balance, the magnitude of change will be Small.	At Year 1, the negative changes to the views resulting from implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. At Year 1 the alterations will result in a limited deterioration in the existing views. As such the significance of the effect will be Minor Adverse.	At Year 15, residents of dwellings on elevated land more than 1km from the Site will experience fixed, long distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal to oblique, and partly filtered or screened by intervening undulating topography as well as by vegetation along field boundaries or within their own curtilages. The built form will have become softened and integrated into the landscape of the Site and its immediate surroundings by the proposed planting, which will have become established. This planting will include the landscape strategy shown on the Illustrative Masterplan, as well as the improved management of the existing retained vegetation. At Year 15 the proposals will cause a barely perceptible change to the existing views, although the change will be long term. On balance, the magnitude of change will be Small.	At Year 15 the negative changes to the views resulting from the implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. The positive changes resulting from the secondary mitigation will have become established. As a result of factoring in these positive changes to the consideration of the effect, the significance of the effect will be reduced. At Year 15 therefore, the alterations will result in a barely perceptible deterioration in the existing views. As such the significance of the effect will be Negligible Adverse.

Visual Receptor				Visual Effects							
				Construction Phase		Construction Phase Residual Effects		Operational Phase at Year 1		Operational Phase Residual Effects (Year 15)	
Name	**Value**	**Susceptibility**	**Sensitivity**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**	**Magnitude**	**Significance**
Workers at workplaces within 0.5km of the Site	Low	Low	Low	Medium	Minor Adverse	Medium	Minor Adverse	Large	Moderate Adverse	Large	Minor Adverse
Photograph VL11	Views are experienced from How Green Farm and Buntingford Business Park. Views are from a location that is not designated and with no cultural associations. As such, their value is Low.	Receptors are people at their place of work. They are therefore engaged in an activity and at a location where their visual setting is of minimal importance and little or no attention is focussed on the landscape. For these receptors, their appreciation of their surroundings is unrelated to their activity. As such, their susceptibility is Low.	The combination of the Low value and Low susceptibility of workers at workplaces within 0.5km of the Site results in a Low sensitivity.	During the construction phase, workers at workplaces within 0.5km of the Site will experience fixed, near to medium distance, glimpsed to open views of the construction equipment, materials and activity associated with the Proposed Development. Views will be frontal to oblique, and partly filtered by intervening vegetation along field boundaries and within the curtilages of both properties. There will be a range of visibility depending on the distance from the Site and the extent of the Site that is seen in the composition of the view. However, in the worst case scenario the construction will be experienced by workers at Buntingford Business Park to the north of the Site. The construction phase will cause a pronounced change in the existing views, resulting in the loss and addition of features that will substantially alter the composition of the views. However, the change will be short term due to the limited period of construction. As such, the magnitude of change will on balance be Medium.	During the construction phase, the negative changes to the views resulting from the construction of the Proposed Development will include the addition of the construction equipment, materials and activity. During construction the alterations will result in a limited deterioration in the existing views. As such, the significance of the effect will be Minor Adverse.	Secondary mitigation measures during the construction phase, such as the use of solid hoardings and the considered siting of compounds and stockpiles, will be implemented, although these will not alter the magnitude of change to these views. Whilst construction mitigation will have a positive effect, there will remain a pronounced change in the existing views, resulting in the loss and addition of features that will substantially alter the composition of the views. However, the change will remain short term due to the limited period of construction. As such, the magnitude of change will on balance be Medium.	The adverse significance of the negative changes to the views resulting from the construction equipment, compounds and stockpiles will not be appreciably reduced by the secondary mitigation measures. Whilst construction mitigation will have a positive effect, the alterations will continue to result in a limited deterioration in the existing views. As such, the significance of the effect will be Minor Adverse.	At Year 1, workers at workplaces within 0.5km of the Site will experience fixed, near to medium distance, glimpsed to open views of the proposed commercial built form. Views will be frontal to oblique, and partly filtered by intervening vegetation along field boundaries and within the curtilages of both properties. There will be a range of visibility depending on the distance from the Site and the extent of the Site that is seen in the composition of the view. However, in the worst case scenario the Proposed Development will be experienced by workers at Buntingford Business Park to the north of the Site. At Year 1 the proposals will cause a pronounced change to the existing views, resulting in the loss and addition of features that will substantially alter the composition of the views. The change will be long term. On balance, the magnitude of change will be Large.	At Year 1, the negative changes to the views resulting from implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. At Year 1 the alterations will result in a partial deterioration in the existing views. As such the significance of the effect will be Moderate Adverse.	At Year 15, workers at workplaces within 0.5km of the Site will experience fixed, near to medium distance, glimpsed to partial views of the proposed commercial built form. Views will be frontal to oblique, and partly filtered by intervening vegetation along field boundaries and within the curtilages of both properties. The built form will have become softened and integrated into the landscape of the Site and its immediate surroundings by the proposed planting, which will have become established. This planting will include the landscape strategy shown on the Illustrative Masterplan, as well as the improved management of the existing retained vegetation. However, in the worst case scenario the Proposed Development will be experienced by workers at Buntingford Business Park to the north of the Site. At Year 15 the proposals will cause a pronounced change to the existing views, resulting in the loss and addition of features that will substantially alter the composition of the views. Whilst the change will be long term, part of it will be reversible. On balance, the magnitude of change will be Large.	At Year 15 the negative changes to the views resulting from the implementation of the Proposed Development will include the introduction of commercial built form into an area of open agricultural land on the edge of an existing settlement. The positive changes resulting from the secondary mitigation will have become established. As a result of factoring in these positive changes to the consideration of the effect, the significance of the effect will be reduced. At Year 15 therefore, the alterations will result in a limited deterioration in the existing views. As such the significance of the effect will be Minor Adverse.

Value of the receptor: High, Medium or Low

Susceptibility of the receptor: High, Medium or Low

Sensitivity of the receptor: High, Medium or Low

Magnitude of the effect: Large, Medium, Small, Very Small or None

Significance of the effect: Major Beneficial, Moderate Beneficial, Minor Beneficial, Negligible Beneficial, Neutral, Negligible Adverse, Minor Adverse, Moderate Adverse or Major Adverse