

Appendix 3: Assessment of Potential Visual Effects

The following tables set out the sensitivity of visual receptors to the proposed development and the magnitude of visual effects that those receptors would experience as a result of the proposed development. A commentary on the significance of visual effects is also included in this section.

In assessing the magnitude, the effects immediately following completion of construction have been assessed, in winter, as well as the effects approximately 15 years after construction in summer once the proposed new mitigation planting has established and is semi-mature.

Table 1
Sensitivity of Visual Receptors

Viewpoint	Value Attached to View	Potential Receptors	Susceptibility of Receptors	Overall Sensitivity	Notes
1. View from Chalcroft Lane, opposite the entrance to Chalcroft Nursery Garden Centre	Low	Pedestrians Vehicle users	Low Low	Medium Low	Views are of the existing Garden Centre and associated infrastructure. Pedestrians are likely to be more focused on views, however, already have views of the existing Garden Centre and associated infrastructure in this location. Vehicle users are transitional viewers.
2. View from Chalcroft Lane (from across the road)	Low	Pedestrians Vehicle users	Medium Low	Medium Low	Pedestrians have views of the mature vegetation, across Chalcroft Lane, on the other side of the road. Vehicle users are transitional viewers.
3. View from near the junction of Central Avenue and Chalcroft Lane	Low	Pedestrians Vehicle users	Low Low	Low Low	Views of the existing residential development along the road. Pedestrians are likely to be more focused on views, however, views of the existing residential development along the road. Vehicle users are transitional viewers.
4. View from footpath leading to Park Farmhouse, north of the site	Medium	Walkers	Medium	Medium	Footpath frequently used by walkers, who have views of the open countryside. Glimpsed views of the caravan park, lying north of the site are visible through intervening vegetation. Rooftops of the new residential development, just south of the caravan park, are also visible.
5. View from footpath west of the site (leading south to Chalcroft Lane)	Medium	Walkers	Medium	Medium	Walkers have views of mature hedgerow vegetation in the foreground.
6. View from Cemetery	Medium	Cemetery goers	High	High	Cemetery goers have views of the mature boundary hedgerow vegetation with glimpsed views of infrastructure associated with the adjacent Garden Centre to the north.
7. View from Jubilee Playing fields	Medium	Playing field users Vehicle users	Medium Low	Medium Low	Views are of the open playing fields, with glimpsed views of the fields beyond. People engaged in outdoor sport or recreation are likely to be focussed on sport. Vehicle users are transitional viewers.

Viewpoint	Value Attached to View	Potential Receptors	Susceptibility of Receptors	Overall Sensitivity	Notes
8. View from Lower Bognor Road, south of Morell's Farm	Low	Vehicle users	Low	Low	Vehicle users are transitional viewers.
9. View from footpath leading north from Park Farmhouse to Park Farm	Medium	Walkers	Medium	Medium	Walkers have views of the countryside over field gates, with glimpsed views, through intervening vegetation of the caravan park, lying north of the site. Rooftops of the new residential development, just south of the caravan park, are also visible in the distance. Vehicle users are transitional viewers.
		Vehicle users	Low	Low	

Table 2
Magnitude of Visual Change

Viewpoint	Size and Scale of Change (After Construction)	Scale of Change (After 15 Years)	Geographic Extent	Duration and Reversibility	Magnitude (After Construction)	Magnitude (15 Years)	Notes
1. View from Chalcroft Lane, opposite the entrance to Chalcroft Nursery Garden Centre	Large	Medium	Large	Permanent	High	Slight	The viewpoint is located along Chalcroft Lane with existing single-storey detached residential development in the foreground. Access road leading to the Chalcroft Nursery Garden Centre is visible in the foreground and occupies a wide angle of view. The proposals would introduce new residential development in the immediate foreground. Proposed new homes would be seen in context of the existing residential development along the road and would not be uncharacteristic of the immediate context. Proposed trees and boundary vegetation would form significant component of the foreground.
2. View from Chalcroft Lane (from across the road)	Large	Medium	Large	Permanent	High	Medium	The viewpoint is located along Chalcroft Lane on the path located along the road. Existing residential development is visible, to the right, in the view. Mature vegetation along the road is visible in the foreground. The proposals would result in the loss of some of this vegetation to create the entrance area to the proposed development beyond and will introduce an access road in the foreground. The proposals would be seen in the context of existing adjacent residential development further down the road and would not be uncharacteristic of the immediate context. As the proposed tree and shrub planting became more established, views of proposed development would be increasingly filtered.

Viewpoint	Size and Scale of Change (After Construction)	Scale of Change (After 15 Years)	Geographic Extent	Duration and Reversibility	Magnitude (After Construction)	Magnitude (15 Years)	Notes
3. View from near the junction of Central Avenue and Chalcroft Lane	No change	No change	-	-	-	-	Existing residential development along Chalcroft Lane dominates the view in the foreground. The proposals would be screened by existing residential development in the foreground and would not be visible.
4. View from footpath leading to Park Farmhouse, north of the site	No change	No change	-	-	-	-	There are views of the open countryside in the foreground. Glimpsed views of the caravan park, lying north of the site, are available through the field boundary vegetation. Rooftops of the new residential development, just south of the caravan park, are also visible. Mature vegetation along intervening field boundaries screens views of the site and proposed development would not be visible.
5. View from footpath west of the site (leading south to Chalcroft Lane)	No change	No change	-	-	-	-	Views of mature hedgerow vegetation in the foreground dominate the view and obscure any views beyond. This vegetation screens views of the site and proposed development would not be visible.
6. View from Cemetery	Small	Negligible	Small	Permanent	Slight	Negligible	There are glimpsed views of infrastructure associated with the adjacent Garden Centre through the boundary hedgerow vegetation, to the north. Accordingly, there will be filtered views of the proposed development. Existing mature vegetation along the boundary has been retained and reinforced. The proposed development is setback from the boundary, with areas of open space and greenways proposed within the layout to the south, along the proposed access road along the boundary.

Viewpoint	Size and Scale of Change (After Construction)	Scale of Change (After 15 Years)	Geographic Extent	Duration and Reversibility	Magnitude (After Construction)	Magnitude (15 Years)	Notes
7. View from Jubilee Playing fields	No change	No change	-	-	-	-	There are views of the open playing fields in the foreground, with glimpsed views of the fields beyond. There are no views of the site, and proposed development would not be visible.
8. View from Lower Bognor Road, south of Morell's Farm	No change	No change	-	-	-	-	The proposed new development would be screened by existing mature field boundary vegetation, and proposed development would not be visible.
9. View from footpath leading north from Park Farmhouse to Park Farm	No change	No change	-	-	-	-	The proposed new development would be screened by existing mature native trees. Glimpses of proposed new homes may be available in winter.

Table 3
Visual Effects and Importance

Viewpoint	Sensitivity	Magnitude (After Construction)	Magnitude (After 15 Years)	Visual Effects (After Construction) (Bold type = Significant Effect)	Visual Effects (After 15 years) (Bold type = Significant Effect)	Nature of Effect (Negative, Positive, Neutral)
1. View from Chalcroft Lane, opposite the entrance to Chalcroft Nursery Garden Centre	Medium Low	Medium	Negligible	Moderate for Pedestrians Moderate for Vehicle users	Minor or No Effect for Pedestrians Minor for Vehicle users	Positive and Negative
2. View from Chalcroft Lane (from across the road to the new access)	Medium Low	High	Medium	Initially Major for Pedestrians Moderate for Vehicle users	Moderate for Pedestrians Minor or No Effect for Vehicle users	Positive and Negative
3. View from near the junction of Central Avenue and Chalcroft Lane	Low Low	-	-	No view	No view	Neutral
4. View from footpath leading to Park Farmhouse, north of the site	Medium	-	-	No view	No view	Neutral
5. View from footpath west of the site (leading south to Chalcroft Lane)	Medium	-	-	No view	No view	Neutral
6. View from Cemetery	High	Negligible- Slight	Negligible	Minor- Moderate for Cemetery goers	No effect for Cemetery goers	Negative
7. View from Jubilee Playing fields	Medium Low	-	-	No view	No view	Neutral
8. View from Lower Bognor Road, south of Morell's Farm	Low	-	-	No view	No view	Neutral
9. View from footpath leading north from Park Farmhouse to Park Farm	Medium Low	-	-	No view	No view	Neutral

