

2.0 METHODOLOGY

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The visual impact of the proposed development has been assessed using the following method:

1. Describe the site
 - Context
 - Immediate setting
 - Site elements
 - Site character
2. Describe the adjacent development
3. Describe the proposed development
4. Identify the main observer locations to the site – map and photograph (see ‘Photographs’ and ‘Observer Locations’ below)
5. Define a range of criteria against which the relative importance of each observer location can be assessed, e.g.:
 - Distance to view (foreground / middleground / background)
 - Observer type (e.g. site-seeing, other recreational user, resident, local user)
 - Number of observers
 - Duration of observation
 - Visibility / visual prominence of the development (including; skyline view / backdrop / screening / etc.)
 - Land use (Public Open Space / Private Ownership / Road)
 - Change from existing
6. Assess the visual impact for each key observer location
7. Provide a conclusion and recommendations

Photographs

For every Observer Location, photographs or groups of photographs (to create a panorama) were taken of the proposed development site with 25mm digital focal length. These photos equate to 50 degrees in 35mm film format, which broadly equates to the view as seen unaided by the human eye.

Each photo or panorama shows the proposed development site relative to the Observer Location, regardless of whether the whole of the proposed development can be seen.

Observer Locations

Observer Locations were chosen using a combination of topographic map interpretation and exploration of the surrounding area on foot.





Two (2) Observer Locations were identified (refer Figure 2.2.1), these being:

- » Observer Location 1: Housing adjacent to Cowpasture Road, opposite the entry to the proposed Link Road. This location encapsulates both observers viewing the road from the upper storey of residences to the east of the electrical easement next to Cowpasture Road, and road users travelling on Cowpasture Road, and;
- » Observer Location 2: Users of the proposed neighbourhood centre and residential area north of the industrial estate.

Observer Locations that were not assessed in this report included those that were either deemed not significant due to factors such as very low observer numbers, or the proposed development site being substantially obscured from view by landform or by other factors, e.g. housing, trees, etc.

2.2 MAP OF OBSERVER LOCATIONS

Legend

-  PROPOSED ROAD AND BRIDGE
-  HOXTON PARK INDUSTRIAL DEVELOPMENT SITE (FORMER HOXTON PARK AIRPORT)
-  1 OBSERVER LOCATION 1: COWPASTURE ROAD
-  2 OBSERVER LOCATION 2: PROPOSED FUTURE NEIGHBOURHOOD CENTRE AND RESIDENTIAL DEVELOPMENT

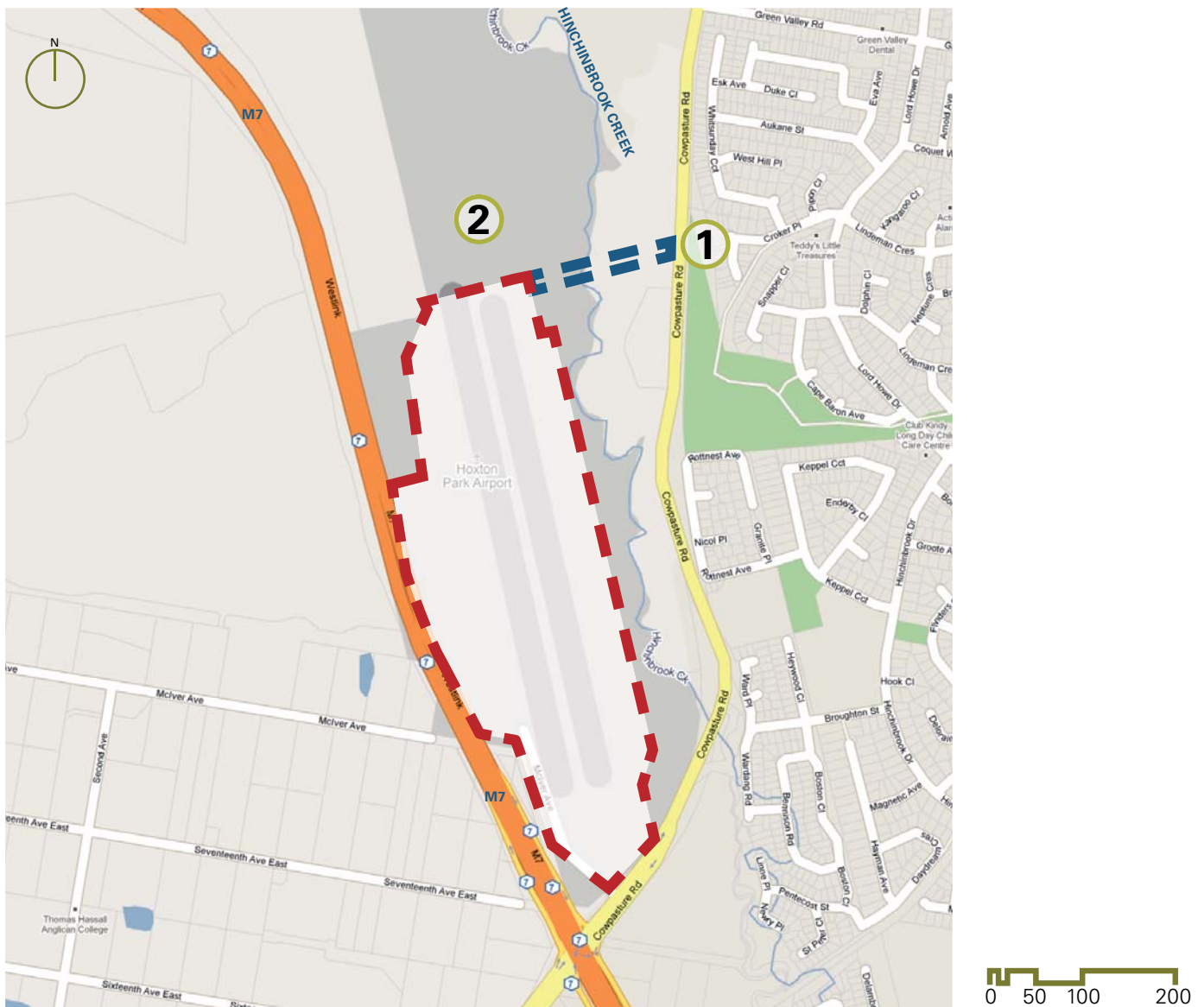


Figure 2.2.1: Map of proposed Link Road development site and surrounding locality, showing representative Observer Locations (source: Google Maps)