



## 5.0 Visual character areas, opportunities and constraints

Following the identification and analysis of the attributes of the individual character areas, considering the visual catchments and visual exposure, a resulting overall constraints figure was then generated (Figure 5).

Each character area was assessed on two criteria, ie. whether it presented intrinsic constraints to urban uses such as housing and ancillary development and whether it presented opportunities for uses of specific relevance to the location and character of the area.

## 5.1 Intrinsic visual constraints category

## 5.1.1 Low constraints

Low intrinsic constraints were identified for character areas that exhibit one or more of the following characteristics;

- low public domain visibility;
- existing urban character with low scale development;
- where low scale built form constructed on the land would not significantly and negatively change the visual character and quality of views in the short or long term.

Low scale built form was considered to include detached residential, attached residential and medium density form of up to 3-storeys in height and could include ancillary development of a relevant scale, such as community buildings and utility structures.

Low intrinsic visual constraints on Figure 5 apply to all areas in the chalk or straw colour. The largest overall quantum of land on the site that is considered capable of supporting urban uses on visual grounds falls into the low intrinsic visual constraint category.

## 5.1.2 Moderate constraints

Moderate intrinsic constraints were identified for character areas that exhibit one or more of the following characteristics;

- moderate or high public domain visibility;
- existing disturbed character with some built form present;
- where low scale built form constructed on the land would cause moderate change to the visual character and quality of views;
- where specific mitigation measures may be necessary to ensure that the resulting visual en-