

Technical Annex 7G Key Visual Receptors

Annex 7G . Key Visual Receptors

A wide variety of visual receptors will be potentially affected by the proposed development at Hayle Harbour. These receptors will vary considerably and will include local residents, those traveling through the area and those visiting the area for recreational and amenity purposes. For ease of presentation this report focuses on the following three key categories of visual receptors: local residents, the traveling public and visitors to the area. It is acknowledged that one person can fall into more than one of the three categories.

Residents

Local residents are judged to have a generally high to medium level of sensitivity to the type of change proposed where views of the proposed development site are available to them. The zone of visual influence indicates that a large number of residents within Hayle and Lelant will have views to the proposed development.

The Travelling Public

This category of visual receptors embraces both residents and those who travel to or through the area. The group includes travelers along the main A roads in Hayle, as well as those on a number of minor roads. It is considered that this group will have an average low to medium level of sensitivity to the type of proposed change, depending upon the purpose and objective of the traveler, on account of the transitory nature of views in any one direction.

Visitors and the Tourism/ Amenity Resource

This category embraces a wide variety of individual visual receptor groups whose principal preoccupation is with the enjoyment of the outdoor environment, the open countryside and the tourism / amenity resource of the area. These visual receptor groups will have different objectives, and thus differing levels of sensitivity to any change in the fabric or the character of the landscape/townscape areas and visual effect arising from the proposed development. On average, the sensitivity of this receptor group is likely to vary between medium and high. Tourism is recognised as an important element in the local and regional economy. People in this receptor group in the study area include users of footways and cycleways and visitors to resort facilities, beaches and tourist accommodation.