

# Appendix C: Effects Ratings and Definitions

Landscape and Visual Amenity Effects – Rating System	
Effects Rating and Definitions <i>Note: Ratings may be positive (e.g. high level of enhancement) or negative (e.g. high adverse effect).</i>	
Adverse Effects Rating	Use and Definition
<b>No Effect (Neutral)</b>	The development/activity would have no effect on the receiving environment.
<b>Very Low</b>	<p><u>Use</u> The development/activity would: Have a very low effect on the character or key attributes of the receiving environment and/or the visual context within which it is seen; and/or Have a very low effect on the perceived amenity derived from it.</p> <p><u>Oxford English Dictionary Definition</u> <i>Very: adverb- 1. In a high degree. 2. With superlative or own without qualification: the very best quality. Low: adjective- 1. Below average in amount, extent, or intensity. 2. Lacking importance, prestige, or quality; inferior.</i></p>
<b>Low</b>	<p><u>Use</u> The development/activity would: Have a low level of effect on the character or key attributes of the receiving environment and/or the visual context within which it is seen; and/or Have low level of effect on the perceived amenity derived from it.</p> <p><u>Oxford English Dictionary Definition</u> <i>Low: adjective- 1. Below average in amount, extent, or intensity. 2. Lacking importance, prestige, or quality; inferior.</i></p>
<b>Moderate</b>	<p><u>Use</u> The development/activity would: Have a moderate level of effect on the character or key attributes of the receiving environment and/or the visual context within which it is seen; and/or Have a moderate level of effect on the perceived amenity derived from it.</p> <p><u>Oxford English Dictionary Definition</u> <i>Moderate: adjective- average in amount, intensity, or degree</i></p>
<b>High</b>	<p><u>Use</u> The development/activity would: Have a high level of effect on the character or key attributes of the receiving environment and/or the visual context within which it is seen; and/or Have a high level of effect on the perceived amenity derived from it.</p> <p><u>Oxford English Dictionary Definition</u> <i>High: adjective- 1. Extending above the normal level. 2. Great in amount, value, size, or intensity. 3. Great in rank or status.</i></p>
<b>Very High</b>	<p><u>Use</u> The development/activity would: Significantly change the characteristics or key attributes of the receiving environment and /or the visual context within which it is seen; and/or Have a significant effect on the perceived amenity derived from it.</p> <p><u>Oxford English Dictionary Definition</u> <i>Very: adverb- 1. In a high degree. 2. With superlative or own without qualification: the very best quality. High: adjective- 1. Extending above the normal level. 2. Great in amount, value, size, or intensity. 3. Great in rank or status.</i></p>