

BWEA28

Visual Representation of Windfarms  
Good Practice Guidance

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“pictures speak  
louder than words”

# Visual Representation of Windfarms Good Practice Guidance

Scottish Natural Heritage

Scottish Renewables Forum

Scottish Society of Directors of Planning

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Developed in partnership with



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# Background

- Existing guidance
- Review of recent Visual Impact Assessments
- Review of current illustrative methods
- Stakeholder workshops

# Purpose of the GPG

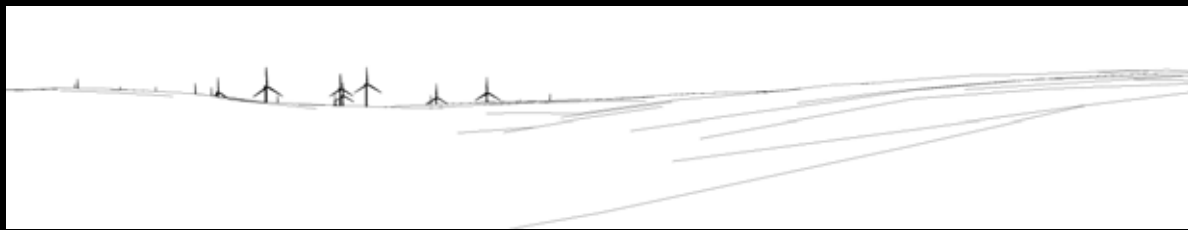
- To promote and encourage good practice
- To advise on different methods, explaining strengths and weaknesses
- To ensure methods are technically sound and thus carry credibility

# The GPG does not

- Provide an exhaustive guide to all possible techniques
- Present a single 'one size fits all' method
- Remove requirement for judgement and consultation
- Remove requirement for future development and innovation

# Contents

- Visibility mapping  
(Zone of Theoretical Visibility, ZTV)
- Viewpoints
- Visualisations



# Visualisations

- 1 How do you make them 'true to life'?
- 2 What are they for?
- 3 How should they be presented?

# How do you make them true to life?



- Resolution of the image to ensure sufficient detail is captured
- Contrast of the image to ensure that the detail is visible

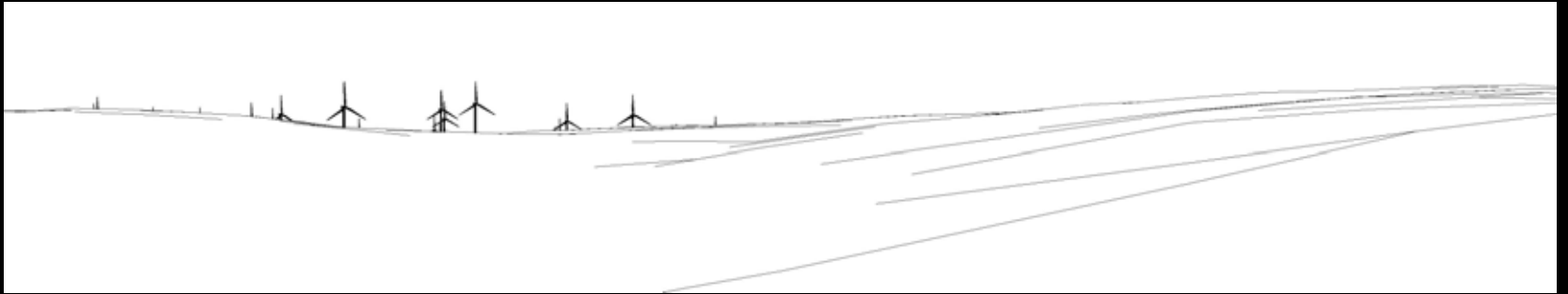
- Natural eye (on a bright day outdoors)  
Contrast ratio of 1000:1
- Computer monitor (good quality)  
Contrast ratio of 100:1
- Printed image  
Contrast ratio of 10:1

- A photograph (or photomontage) can never replicate the experience of a view on site
- The best camera can only capture a limited range of contrast, limiting the detail than can actually be seen in the image
- This range is reduced further when reproduced upon the printed page

# What are they for?

Provide background information and are a tool for assessment

# Wireline



Technical indication of scale and positioning of proposed development (subject to DTM limitations)

# Photomontage



Provide information to help understand assessors' judgements

Different people use visualisations in different ways for different purposes

# How should they be presented?

## Size and content of image

- Viewing distance
- Field of view
- Clarity of composition

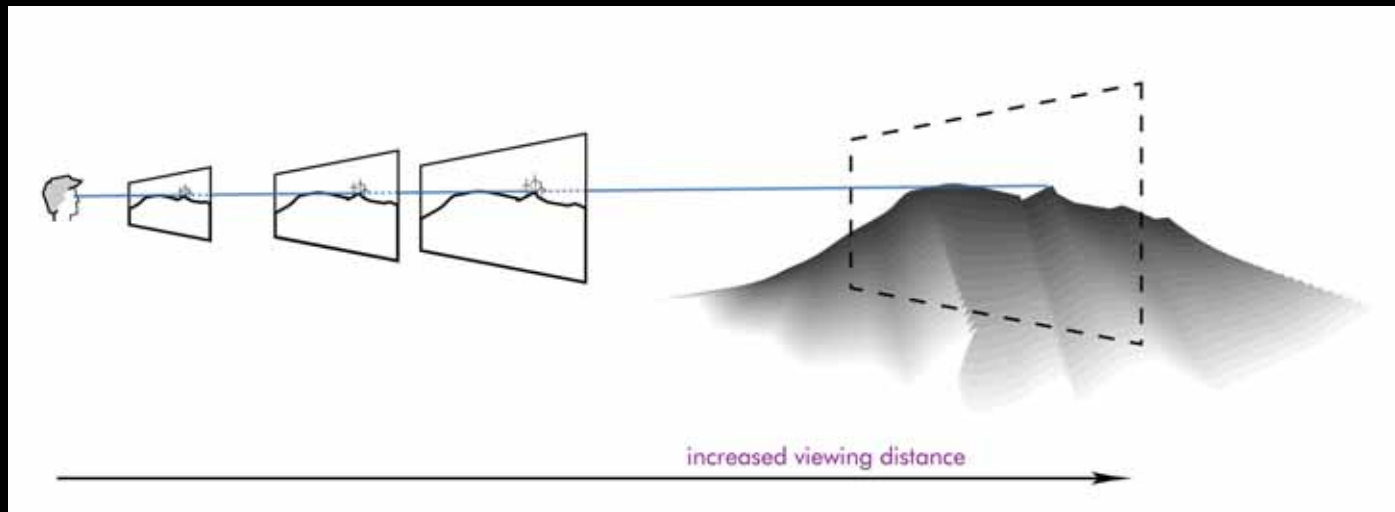
# Viewing distance



# Viewing distance



# Viewing distance



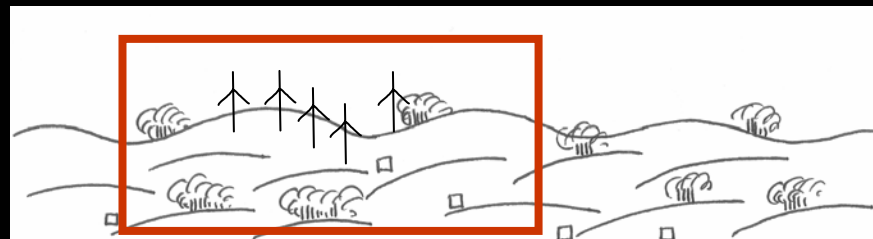
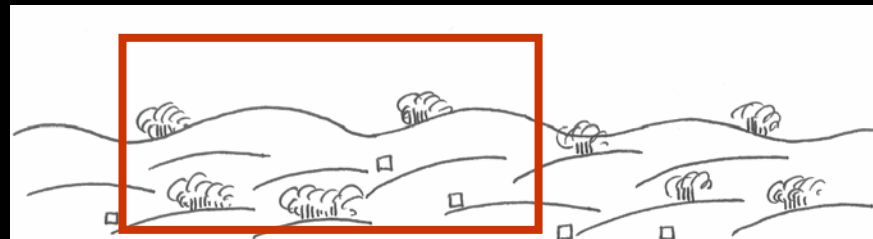
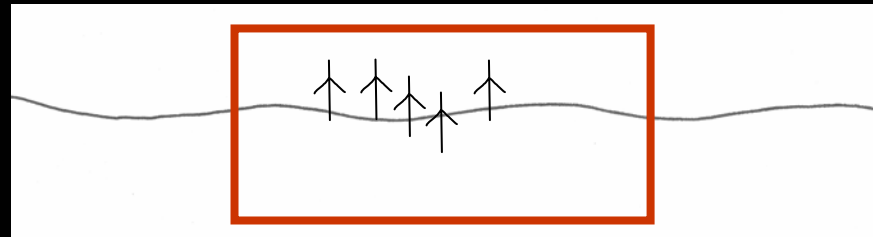
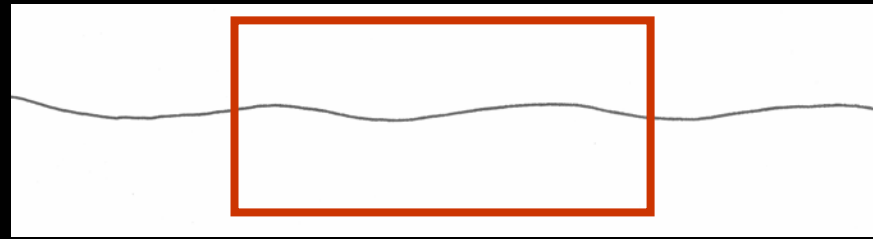
# Field of view



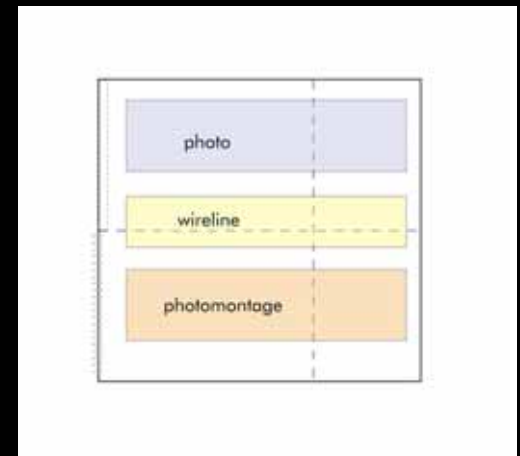
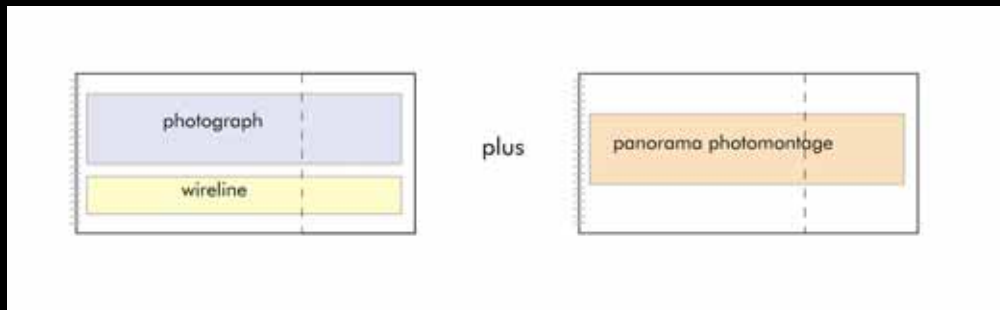
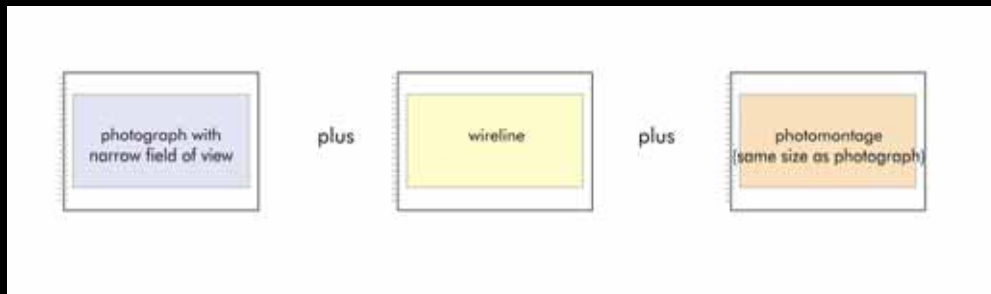
# Field of view



# Field of view



# Clarity of composition



The size and content of the image should be determined by:

- How the information is to be used
- The nature of the visual resource (field of view), ease of use and accuracy (viewing distance), and clarity (composition and sufficient detail).

# Summary of key points

- A photograph (& photomontage) can never reproduce the experience of a view on site
- Different people use visualisations in different ways for different purposes
- The size and content of the image should be determined on a case by case basis

# Further information

GPG due to be published November 2006

Further information available from Scottish  
Natural Heritage at:

email: [pubs@snh.gov.uk](mailto:pubs@snh.gov.uk)

website: [www.snh.org.uk](http://www.snh.org.uk)