

Do consumers care about visual impacts from offshore wind farms



How can we take advantage of the knowledge?

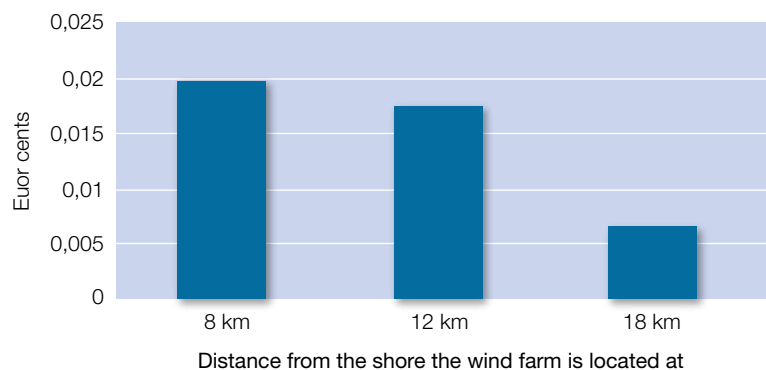
The location of offshore wind farms has a substantial influence on the economic turnover of wind farm projects. Potential wind farm sizes, sea bed conditions, wind regimes, power network infrastructure, grid connection cost etc. are all important parameters to take into account when identifying suitable sites for offshore development. Another important parameter is the visual impacts of offshore wind farms. To reduce the impacts and induce public support, wind farms could be located at large distances from the shore. However, that will increase

investment and generation costs dramatically.

But, how big a problem are visual impacts? Is it necessary to remove all the visual disamenities or is some

level of impacts acceptable? Which is the optimal location? Does the perception of impacts differ between groups of population and how should this influence choice of loca-

Estimated visual social cost of 5MW offshore turbines/kwh





tion? Is there a difference in perceptions dependent on experience with impacts? These and other questions are important to take into account especially when planning huge offshore wind projects.

COWI - leading in impact and attitude valuations

In the field of economic valuation of impact from wind turbines and wind farms on-land and offshore COWI has a world leading status. This status is based on the expertise gained from different cutting edge studies carried out by our economic assessment experts specialised in impacts from wind power.

More specifically, these experts have analysed preference for reducing impacts from wind power generation in such projects as:

- Changes in property prices as a function of distance to wind turbines.

- Elicitation of willingness to pay for reducing visual and noise disamenities from on-land turbines.
- Demand for visual impact reductions from offshore wind farms.
- Perceptions of visual impacts in communities living close to commercial offshore wind farms and Not In My Back Yard issues.
- Attitudes towards substitution between on-land and offshore wind turbine facilities.

COWI Wind has the answers:

We have project experience in relation to:

- Environmental Impact Assessments
- Government and stakeholder consultations
- All aspects of project development
- Project financing and economic analyses
- Offshore wind farms

See also www.cowi.com/wind

If you want more information:

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