

# AESTHETICS Factor Sheet

09-23-2025

Wisconsin Department of Transportation

Alternative:	Preferred: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> None identified	Project ID:
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See FDM Procedures 27-10-1 and 27-10-10 and 27-20-5 for general guidance on aesthetics.

23 USC 109(c) requires the consideration of scenic and aesthetic impacts for many projects on the National Highway System with FHWA involvement. For additional information, see FHWA Visual Impact Assessment Guidance: [https://www.environment.fhwa.dot.gov/env\\_topics/other\\_topics/VIA\\_Guidelines\\_for\\_Highway\\_Projects.aspx](https://www.environment.fhwa.dot.gov/env_topics/other_topics/VIA_Guidelines_for_Highway_Projects.aspx).

For questions contact the Region Environmental Coordinator (REC) or the Bureau of Technical Services, Environmental Process and Documents Section (BTS-EPDS) Liaison.

A separate Factor Sheet must be completed for each alternative carried forward for detailed analysis that requires an aesthetics discussion. If aesthetic treatments are identical between alternatives, clarify in the Alternatives box above which alternatives are included in the discussion on this sheet.

Aesthetics avoidance, minimization and mitigation measures tied to other Factors (Historic Properties, Section 4(f) properties, Demographics, Section 6(f), etc.) do not need to be discussed on this Factor Sheet. Commitments tied to other factors should be included on those Factor Sheets and be included in Question 22 of the ER and EA Template or Question XIII of the CEC Template.

## 1. Landscape characteristics

- Identify and briefly describe the visual character of the landscape:
- Indicate the visual quality of the view-shed and identify landscape elements which would be visually sensitive:

## 2. User/viewer characteristics

- Identify and discuss the viewers who will have a view of the improved transportation facility:
- Identify and discuss users of the transportation facility who will have a view from the facility:

See FDM Procedure 27-10-10 and 27-10-15

Viewers of the facility (neighbors) might include residents, shoppers, park users and natural area users. Provide some quantification of the relative number of viewers.

Users who have a view from the facility (travelers) might include local users, commuters, truckers and tourists/recreationists. Provide some quantification of the relative number of users.

## 3. Effects

- Describe whether and how the project would affect the visual character of the landscape:

This might include the placement of an urban or interstate cross-section in a rural area with existing two-lane roads. It could involve the removal of substantial numbers of trees or large cuts and fills.

- Indicate the effects the project would have on the viewer groups:

## 4. Mitigation

See FDM Procedures 27-10-20 and 27-10-30

- Have aesthetic commitments been made?

☐ No  
☐ Yes, discuss:

Actions to mitigate impacts to aesthetics could include such things as sidewalk amenities, street lighting, form-liners, details to blend with surroundings, measures to preserve natural features (vegetation, rock faces), landscaping with native plants. See FDM 11-3 for Community Sensitive Design policy and guidance.

All environmental commitments made to avoid, minimize or compensate for impacts must be included in Question 22 of the ER and EA Template or Question XIII of the CEC Template.