



# Visual Management



**After completing these units, you will be able to:**

- Describe basic principles and concepts of visual system
- Analyze a characteristic landscape
- Deploy siting and design techniques to minimize contrast
- Conduct a simulation to visualize a project's impact
- Collaborate with proponents -planning, design, construction and rehabilitation phase.

Copy of all of slides from today All PowerPoint for this class

- <http://www.ntc.blm.gov/krc/resource.php>

BLM's National Visual Resource Management web site

- <http://www.blm.gov/nstc/VRM/index.html>

Best Management Practices for Oil & Gas Development

- [http://www.blm.gov/bmp/Technical\\_Information.htm](http://www.blm.gov/bmp/Technical_Information.htm)

Forest Service's Built Environment Image Guide:

- <http://www.fs.fed.us/recreation/programs/beig/>

Images of Existing and Proposed Lands Projects

- Google.com

Best Management Practices – General Fossil Energy

- <http://www.fossil.energy.gov/programs/oilgas/environment/publications/BMPHandbookFinal.pdf>

# The Why of Visuals? –Exer. 1A

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- Why should visual aspects of a project be a concern to professional realty/special use specialists? Tables 1 & 2
- What are benefits of good scenery management to community and region? Tables 3 & 4
- Whom should you consult with if you have questions on visual aspects of project? Tables 5 & 6

# Units for Today

**Unit 1 – Overview of Two Systems**

**Unit 2 - Looking at Landscapes**

**Unit 3 – Project Planning and Visuals**

**Unit 4 – Design Fundamentals and Strategies**

**Unit 5 – Environmental Factors**

- Contrast Rating Process**

- Writing EAs**

# The Why of Visuals? –Report out

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Why should visual aspects of a project be a concern to professional realty/special use specialists? Tables 1 & 2

## Why Manage?

- Landscapes are legacy
- We management a lot of land
- Diversity of landscapes

# BLM/FS manages lands with inherent scenic value...

Public lands and forests contain a variety of scenic landscapes.



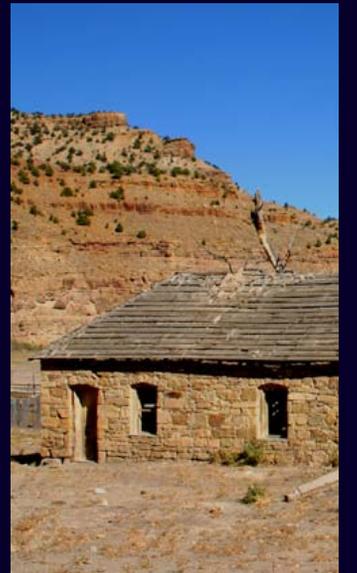
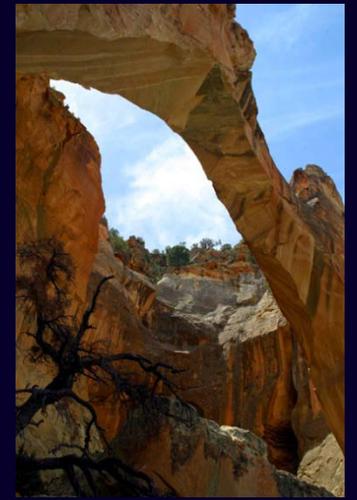








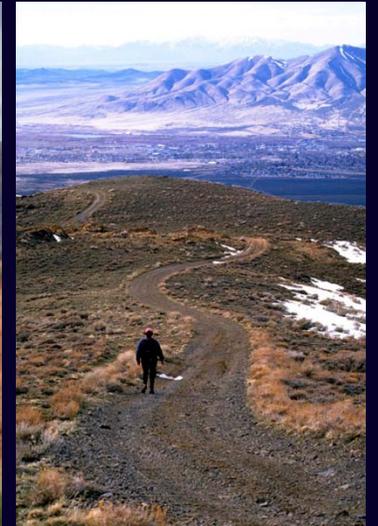
The scenic significance of many landscapes is cultural or historic.



Lands provide a place to escape and enjoy the beauty of nature.



# BLM and Forest Service lands are the backyard of many communities.



## Multiple Uses on Lands Create IMPACTS

- Growing demands
- Projects have impacts
- Poorly design projects reflect negatively

Growing needs for what types of projects?

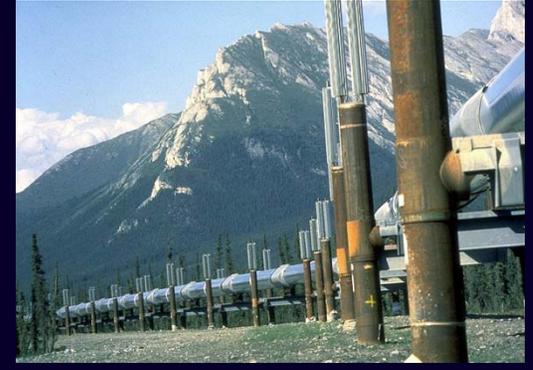
Where are these projects located?

Lands are also valued for many other activities and uses.



Increasing Demand for:

- Communication Sites
- R-O-Ws
- Recreation
- Mineral Development
- Wind Energy



If not carefully designed, activities have the potential to:



- modify character of landscape
- reflect on BLM image
- affect visitor experience and community quality of life
- cause project delays through protest, appeals
- increase long term costs due to restoration needs







Visual Resource Management  
Scenery Management System

- Identify visual (scenic) values
- Minimize visual impacts to landscape character
- Use a language to “describe landscapes”
- Lend objectivity – common terminology

## **Tables 3 & 4 Report Out**

**What are benefits of good scenery  
management in community and  
region?**

## Benefits

**If it looks good**

**Then project has been  
successful in blending with  
the characteristic landscape**

Benefits if carefully designed...



# Benefits



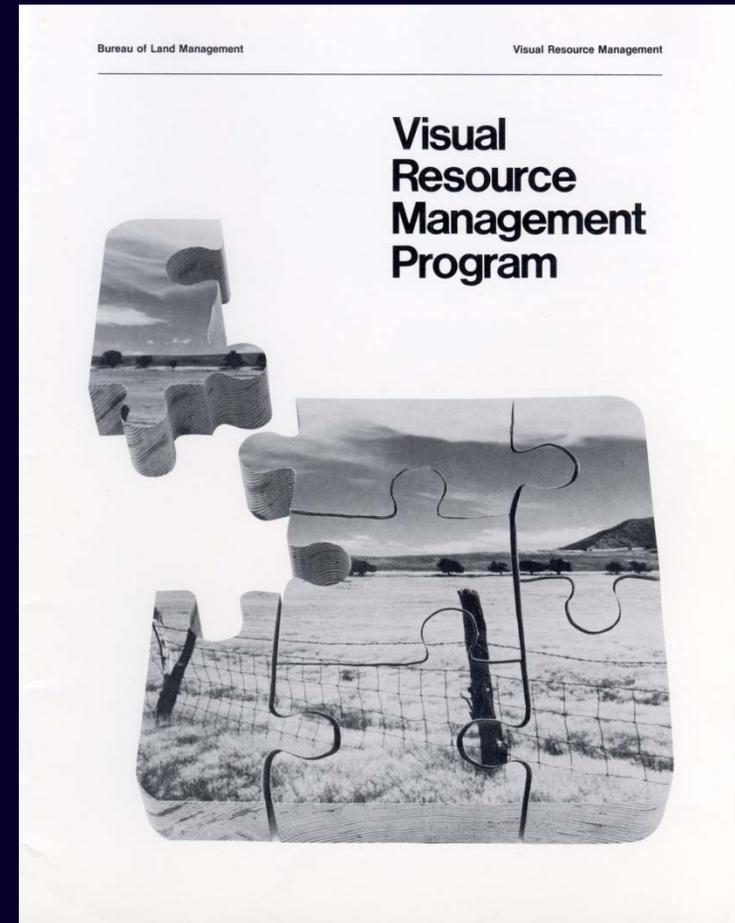
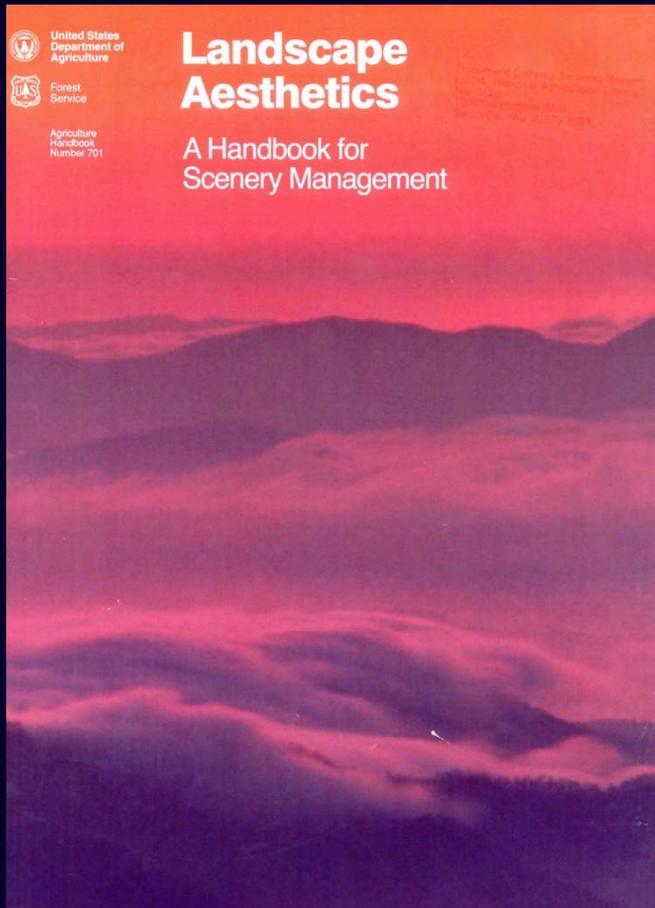
# Benefits



# Benefits



# C. Authority - Managing Scenery Pg 5



## National Environmental Policy Act (NEPA) 1969

- Assure aesthetically pleasing surroundings
- Require agencies use a system based on environmental design arts for planning and mitigation

## BLM Policy

## The Federal Land Policy and Management Act 1976

- Protect scenic values
- Maintain an inventory of scenic values
- Minimize damage to scenic values

# BLM Policy for Scenery

## BLM Policy: Manual Section 8400: Visual Resource Management (1984)

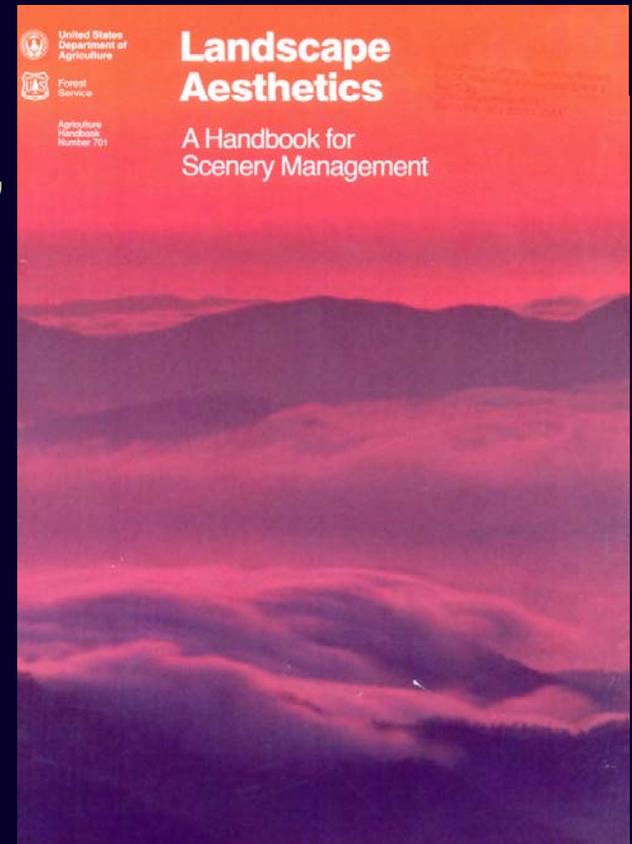
- Basic stewardship responsibility
- Each program has responsibility

Realty spec/special uses spec. - recommendations  
Managers – make decisions

- Develop Visual Resource Management classes thru planning
- Use Contrast Rating Process for all projects

## Agricultural Handbook No. 701 – Landscape Aesthetics

- Tool for integrating benefits, values, desires,
- Orderly inventory, analysis, & management
- Common terminology, guidelines
- Techniques for monitoring



The Scenery Management System (SMS) is a tool for integrating the benefits, values, desires, and preferences regarding aesthetics and scenery for all levels of land management training

# Procedures for Managing Scenery

## Land Use Planning Level

- Variety of Landscapes
- Maintain an Inventory of Visual Values
- Assign Visual Objectives
- **Handbook 8410:**
  - Inventory & VRM Classes
  - [ land use planning ]



# BLM Policy for Managing Scenery

## Activity/ Project Level

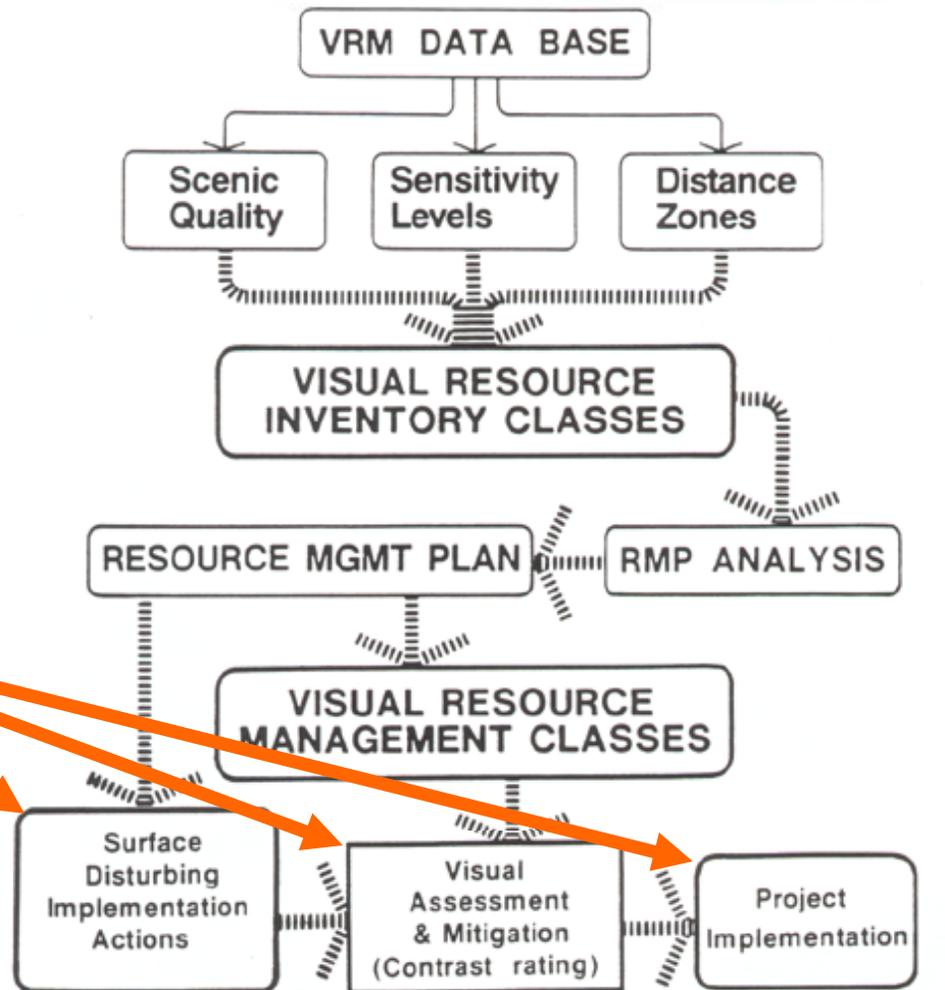
- Analyze the landscape
- Use design techniques to reduce contrast
- Manage activities to Meet VRM objectives
- **Handbook 8431:**
  - Contrast- Rating
  - [ project analysis/ evaluation ]



# Principle Components VRM System: Pg 5



## Visual Resource Management



# Assessment

Your manager called. He needs six talking points on our scenic management system. The Crystal City county commissioners have invited him to their monthly luncheon. A 69 kv powerline is proposed thru Crystal canyon. Mixed ownership

They are concerned about preserving the scenic views from Crystal City on BLM/FS land.

**Prepare 4-6 talking points for your manager**

**Process: Work in teams of two – have 5 min.**

## Tables 5 & 6 Report Out

**Whom should you consult with if you have questions on visual aspects of project?**

# Summary

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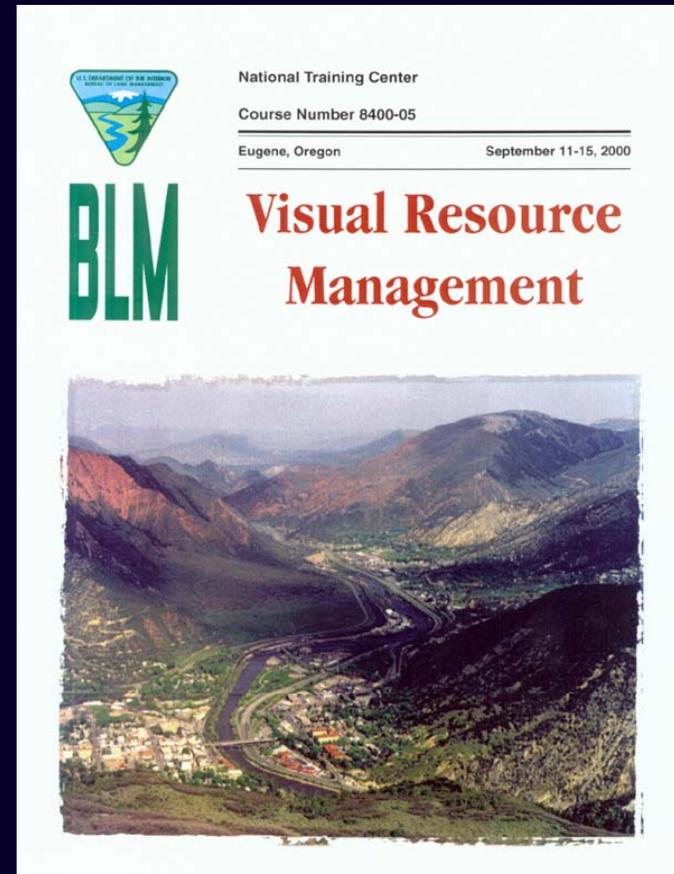
- We manage lands with inherent “scenic values”
- Multiple uses create visual impacts
- We have legal obligations & guidelines
  - NEPA, FLPMA
  - 8400 Manuals/ Aqi Handbook No. 701
- We have visual systems in place to:
  - Identify visual values
  - Minimize visual impacts
  - Provide objective analysis

# Available Training

## Visual Resource Management Course 8400-05

Nov 3-7, 2008  
Las Vegas

FS Regional  
Sessions



**Unit 1 provide the background on why we manage the landscape, benefits, and legal obligations.**

**Next, lets look at the landscape and discover the tools and techniques**

***End Unit One***