



SCENIC AMERICA

Viewpoints

Spring, 1993 Vol.10 No. 1

National Scenic Byways Policy Evolving

The 17 member National Scenic Byways Advisory Committee legislated by ISTEA has settled down in earnest to begin developing national policy for the national scenic byways program. With three days of meetings completed and four additional days scheduled, the committee plans to develop a draft policy for the final report by the last committee meeting in June. FHWA staff will develop the final report for the committee.

The committee members have shown unanimous and strong interest in a national program that will identify roads of high quality. The committee has reached a number of conclusions in their meetings; however these may be revised or developed further as their work continues. They have affirmed that the national program should be voluntary in nature, providing an opportunity for each state to nominate its best scenic byways for inclusion in the national program. The national

scenic byway program is envisioned to be a "step-up" from the states' programs, and the all-American roads are planned to be the very best of the national scenic byways. There are \$42 million in ISTEA funds available in FY '94-'96 for the national scenic byways program. Discussion concluded that the funds could be used in three ways: 1) to plan for state programs and individual routes; 2) to fund pre-designation activities such as necessary construction or



Kevin Heanue, FHWA; Sally Oldham, Scenic America and Paul Bergmann, AICP at the January meeting of the National Scenic Byways Advisory Committee.

studies to bring roads to the level of the national program; and 3) to fund capital outlays such as actual land acquisition, construction, improvement or enhancement for the routes of the national scenic byways pro-

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Art and the Infrastructure, by Ronald Lee Fleming, (excerpted from the 10/29/92 *Christian Science Monitor*).
Mr. Fleming is very interested in the role of artists and artisans in transportation enhancement projects.

When the German archeologist Robert Koldewy excavated the walls of ancient Babylon 90 years ago, he discovered battlements overlooking a sunken road. These massive walls rippled with reliefs in molded and glazed bricks of some 500 animals in bright hues of blue and yellow. The elevation above this parade of bulls and lions was set in geometric designs still legible nearly 2,500 years later. Now, like the entrance to Babylon, the Boston Central Artery project raises the issue of how American cities define their entries.

In the 1960's, St Louis raised over its riverfront a metal arch designed by Eero Saarinen. In the 1980's, Charleston, N.C., and Columbus,

OH, defined their entrances for interstate highways with long corridors of trees. Architects in Savannah, GA, are proposing an environmental design of oaks and crushed oyster shells at the roundabout off the city's handsome new bridge that will tell visitors about the pattern of its favorite squares. Now Bostonians are challenged to consider how a \$5.8 billion highway project can serve as a memorable gateway to their city.

An additional \$600 million was recently added to this budget, which was already the largest construction project in America. But will the new estimate, which includes inflation and structural modifications, ensure that future archae-

ologists will uncover a stunning late 20th-century integration of art and design, an entry to rival King Nebuchadnezzar's Walls of Babylon?

Insiders say that the engineers running the project don't really understand the value of public art and consequently are not pushing hard enough for it. Unlike present-day Barcelona, with its extraordinary \$9 billion collaboration between artists and designers in parks and roadways, this American city has no commitment to art. Why not? Have we lost our cultural self-confidence?

Think about the evocative ways that lighting, abutments, tunnel entries, and, of course, the parks and

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PRESIDENT'S MESSAGE: We Must Protect Scenic Journeys



"[A] traveler who misses the journey misses about all he's going to get---a man's observations and curiosity, they make and remake him."

William Least-Heat Moon, author of Blue Highways, A Journey into America, recalls his father's words.

Recently, I had the opportunity to visit the capital of Missouri, Jefferson City, with William Least-Heat Moon. Together with several others concerned about Missouri's scenic resources, we met with Lieutenant Governor Roger Wilson and other state officials to discuss the state's scenic highway program. Enacted by the state legislature in 1990, the program has received little attention. Since its introduction, Missouri's Highway Transportation Department (MHTD) has failed to designate even one road or byway, reportedly due to ISTEAs' billboard ban. (ISTEA bans new billboard construction on state designated scenic byways on the interstate and federal primary systems.)

MHTD is committed, however, to making a new ten mile stretch of US Route 65 running through Branson an especially scenic highway. Branson has become the new country music capital, with an estimated 4,996,000 visitors from March through December, 1992. The additional facilities for visitors and new billboards, threaten the scenic character of the communities and spectacular beauty of the roads in this Ozarks Mountain region. US 65 from Springfield to Branson was named last fall to Scenic America's Most Endangered Scenic Byways list due to the proliferation of billboards along this road which mar and obscure its scenic qualities.

To the amazement of Heat Moon and the other Missourians, the representatives of MHTD said the transportation department expects to buy scenic easements along this roadway at the expense of the state

taxpayers rather than limit billboard construction by state law! An estimated 600 to 700 parcels of land will need to be purchased. The billboard companies which are in contact with MHTD say they would support such a plan to ban billboards so long as no other commercial business was allowed along this road.

For ten years the Outdoor Advertising Association of America (OAAA) has claimed publicly that it supports scenic roads designation where billboard construction is banned. Could the meaning behind this public posture really be that motorists should be denied all traveller service amenities along scenic byways. No gas stations, no restaurants, no hotels or motels, no gift shops - under this approach only a very short stretch of road might be designated scenic?

In Colorado the billboard industry is backing a bill pending in the legislature to severely limit scenic byways designations and to mandate that "the proposed scenic byway or extension does not include commercial or developed areas contiguous to the proposed scenic byway." Small towns in Colorado adamantly oppose this bill. When the scenic byways designation includes towns, they directly benefit from tourists' dollars.

What's the answer? Are roadside businesses incompatible with maintaining the scenic, historic or recreational qualities of a special road? Of course not! In the designation of a scenic road, its special

resources - scenic views as well as historic buildings, unique natural resources, and recreation facilities, should be inventoried. Then a plan should be prepared with strong participation from those who live and work in the area regarding the long term use, management and promotion of the road corridor. Such a plan could suggest how commercial businesses can be maintained or built along such a road with proper siting, landscaping, and signage while continuing to protect the intrinsic values of the scenic corridor.

Designating scenic byways should be a win-win situation for your community and your state. Economic benefits can be substantial: federal funds for improvement and interpretation of the roads, new tourist dollars and new businesses attracted by a positive economic environment.

Call your state DOT's scenic byway coordinator to learn what's happening in your state. (FHWA has developed a list of state scenic byway coordinators. We will be happy to send it to you if you send a stamped addressed envelope to us.) Ask what type of scenic byway program exists and which roads are listed. Don't let the billboard companies rob you and tourist-oriented businesses of a valuable opportunity to enjoy and share the full extent of your state's scenic roadways and to reap the benefits of a well-designed and well-managed scenic byway program.SA



Artist Mike Smith, Las Vegas Sun

BILLBOARD BAN ON SCENIC BYWAYS IN JEOPARDY

COLORADO UPATE

Legislation is moving forward rapidly in the Colorado State Legislature that would undermine the billboard ban on scenic byways that was created by ISTEA by requiring that "commercial and developed areas contiguous to the proposed scenic byway" not be included in the designated scenic byway.

This language is an effort by the billboard industry to exploit a technicality in ISTEA. Since the billboard ban applies to "state designated scenic byways," the industry is out to ensure that commercial areas are not "designated." This kind of segmented rather than continuous designation in an effort to evade the billboard ban is akin to the old technique of phony or strip zoning purely to allow billboards and must not be tolerated.

We are working in Washington to stop this practice, but we need help alerting state legislatures to the billboard industry's agenda with respect to the Scenic Byways Program. Please contact your state representatives to tell them you support the billboard ban on the entire length of all scenic byways and make sure they are aware of this latest industry initiative.

OREGON UPDATE

On the scenic byways front, the Oregon Department of Transportation (ODOT) is moving slowly and in lockstep with the outdoor advertising industry to respond to the ISTEA requirement that states prohibit new billboards on state-designated scenic byways. ODOT has allowed at least three billboards to be relocated on a scenic byway, Highway 101. FHWA has ruled that "relocating" is the same as erecting a new billboard. ODOT claims that without state legislation, it does not have authority to prohibit billboard relocations.

ODOT reportedly has reached an agreement with the outdoor advertising industry not to relocate any more billboards on Hwy 101 and to seek state legislation that prohibits

relocations on Hwy 101.

There are at least three problems with the deal cut between ODOT and the billboard industry. First, the state legislation should not be limited to Hwy 101. There should be a blanket prohibition on erection (including relocation) of new billboards on all state designated scenic byways. (ISTEA only mandates the prohibition on Interstate and primary highways). Many scenic highways are on more rural secondary roads. These scenic byways that are secondary roads should be protected also.

Secondly, because the billboard ban applies only to "designated" scenic highways, the industry reportedly has persuaded the ODOT not to "designate" incorporated municipalities and commercial areas as part of any scenic highway. That kind of segmented designation undermines the integrity of scenic highways and allows new billboards anywhere in the non-designated areas. (Highways may be designated as scenic highways

because of their historic, cultural, natural, archeological or recreational attributes in addition to their visually scenic qualities.)

Only if the entire length of a scenic highway is designated will the commercial areas remain in harmony with the other scenic portions of the highway. In contrast, the approach advocated by the outdoor advertising industry will result in classic strip development that has degraded the visual environment of many highway corridors.

Finally, ODOT, in conjunction with California and Washington, received 1992 interim scenic byways grant funds for Hwy 101. ISTEA requires that grant money only be awarded to states if the scenic resources of the highway are protected. Allowing new billboards on Hwy 101 clearly violates that requirement. While we would not like to see the state lose those funds, it is imperative for the integrity of the national program that the state remove the billboards it has allowed to be relocated. SA

MCMAHON VS. MADISON AVENUE

Dateline: 1/26/93

Advertising Age magazine reported that Space Marketing Inc. is selling "billboard" advertising space on the side of a NASA rocket. The \$500,000 fee will buy 58 feet of space on the outside of a Conestoga 1620 rocket to be launched this spring from Wallops Island, VA.

Dateline: 2/12/93

"Ads in Outer Space?" Washington Post Letter to the Editor

Is nothing sacred? Is no place safe from commercialism? Do the ad meisters of Madison Avenue have even a modicum of taste and discretion? I found myself asking these questions after reading The Post's Jan. 26 article on billboards in outer space [Style]. What's next? Marlboro Man ads on the Mall? Beer ads on the Statue of Liberty? Why not rename our national parks and assign each one a commercial sponsor? We could have Badlands-Burger King National Park and Gettysburg-Gatorade National Battlefield.

Advertising has a place in society, but that place is not everywhere. Americans should fight to halt the intrusiveness of outdoor advertising and the commercialization of everything. Unlike ads on radio or TV or in newspapers and magazines, which can be eliminated at the flip of a switch or the turn of a page, billboards rub our noses in advertising. Just as we have "drug free" zones around our schools, we should have "ad free" zones where we can be free of the incessant hucksterism of Madison Avenue.

Edward T. McMahon, Takoma Park, Maryland. Mr. McMahon is a member of Scenic America's Board of Directors and formerly President of Scenic America.

Dateline: 3/1/93

It was reported in the Washington Post today that Columbia Pictures has purchased the advertising space on NASA's billboard rocket to promote Schwarzenegger's latest movie "Last Action Hero". SA

NEWS AROUND THE NATION . . .

Illinois Home-Rule Cities Win

On November 19, 1992, the Illinois Supreme Court upheld the right of home rule municipalities to regulate billboards more strictly than the state Highway Advertising Control Act of 1971. This case resolves fifteen years of conflicting decisions on the issue.

The state Supreme Court's ruling that the state outdoor advertising statute does not preempt the authority of home rule municipalities to regulate billboards rejected both the billboard company's argument and an earlier decision by the United States Court of Appeals for the Seventh Circuit (which had interpreted Illinois law).

The decision resulted from the City of Des Plaines' refusal to allow Robert Scadron to erect a billboard adjacent to the Tri-State Tollway (I-294). The state outdoor advertising law would have permitted the proposed two 1200 square foot faces atop a monopole. The Des Plaines ordinance bans all billboards intended to be viewed from limited-access highways and limits other billboards to a maximum of 480 square feet.

The billboard industry has already struck back. Even before the Illinois Supreme Court decision was issued, the billboard industry worked through the Illinois legislature to enact a law that prohibits municipalities from using amortization to remove billboards. Hopefully, that industry tactic will backfire as Illinois municipalities realize it is much cheaper to ban billboards from being erected than to remove them.

North Carolina Tightens State Regulations

In response to complaints from Scenic North Carolina the state has amended its outdoor advertising regulations to insure that seasonal commercial operations do not qualify as an unzoned area for billboards.

Kentucky Back Taxes Billboards

Cracking down on the billboard industry, Kentucky has begun scrutinizing the tax returns of the billboard industry's parent companies. Toward the end of 1992, it was found that the former owner of Naegele Outdoor Advertising was obligated to pay more than \$600,000 in back state and local taxes for the preceding three years in which Naegele had grossly undervalued signs for tax purposes.

While this practice is not a new one, the State Revenue Cabinet's valuation division is confident that nearly all billboard companies are in compliance. New guidelines clarify that signs should not be classified under the maximum depreciation value, which had improperly reduced the companies' tax bill.

Charleston, SC Forces Billboard Compromise

In January, Charleston's City Council approved an agreement between the City and billboard companies that would eventually remove all billboards from Charleston's historic district and residential areas. Under the agreement, only some signs located along federal primary highways, such as I-26, will not have to be removed. By the end of 1997 there will be only 39 signs out of 136 now within the city limits.

The compromise benefits both the city and the billboard companies in several ways. Both parties avoid the cost of litigation. The billboard companies will not be required to downsize their most profitable billboards along the federal primary highways in return for removing other signs on federal roads and all signs from the residential areas. In addition, the city has been relieved of paying the compensation required if it had insisted on the removal of signs alongside federal primary highways.

The billboard companies only

came to the bargaining table after it became clear that the City Council was prepared to ban all billboards. The compromise was drafted with the assistance of Ed McMahon, a Scenic America board member, the Southern Environmental Law Center and the S.C. Coastal Conservation League.

Chicago Removes 600 Illegal Signs

The City-wide Coalition Against Tobacco and Alcohol Billboards announced on February 18, 1993, that as a result of their three year battle, the Chicago Zoning Department had removed close to 600 illegal advertisements and that Zoning Department Director Grady is committed to continue until all the illegal billboards are removed. The Coalition's survey in 1990 had documented that more than half the 5900 billboards in Chicago promoted the use of alcohol and tobacco and that a disproportionate number of those advertisements were in African-American and Hispanic wards.

Baltimore Blasts Illegal Billboards

In January 1992, there were over 1100 illegal posterboards in Baltimore, principally owned by Boisclair Advertising. The majority of the signs were in residential neighborhoods and contained alcohol and tobacco ads targeting minorities. In September, 1992, the Zoning Board issued permits for only 37 that were allowed to remain in business areas as legal boards. The rest are down!

The three year fight was led by the Citizens Planning and Housing Association's Coalition for Beautiful Neighborhoods with assistance from Scenic America and support from the Abell Foundation.

The coalition is now working to ban alcohol and tobacco advertising citywide. SA

Scenic Byways Advisory Committee Underway, *cont'd from page 1*

gram. The federal funds used for the second and third categories should be encumbered to ensure a strong commitment from the states that the national scenic byways be maintained at a high level of quality.

Minimum criteria for designation will be based on the intrinsic qualities of the road and may include evaluation of scenic, historic, cultural, recreational, archeological or natural features. In addition to the intrinsic values of the route, the designation evaluation will consider: 1) user needs along the highway, such as visitor facilities, accommodation for increased traffic and different modes of traffic, safety and interpretation; 2) the protection and preservation of the intrinsic resources of the byway through corridor management plans, land use management, maintenance and op-

erations standards or other techniques; and 3) strong public participation by local businesses, citizens, governments agencies and community groups from the development of application for designation through long term support of the byway. The committee also agreed that a corridor management plan should be developed as part of the designation process. It was the sense of the committee that applications for designation should be reviewed by the Secretaries of Transportation, Interior, Agriculture and Commerce.

Future meetings are planned for March 30-31 and June 2-3. SA

The committee includes the following members:

Sally Oldham, President of Scenic America

David Doheny, Acting President of National Trust for Historic Preservation

Paul Bergmann, Louisville/Jefferson County Planning Commission

William Block, Morrison County, MN Supervisor

Hal Hiemstra, Vice-President, Rails-to-Trails Conservancy

Darryl Wyland, American Automobile Association

Dwight Bower, Deputy Director of Colorado Department of Transportation

Homer Staves, Vice-President of Kampgrounds of America

Nancy Fletcher, President of Outdoor Advertising Association of America

David Flitner, Flitner Land and Livestock Co. of Wyoming

Les Lamm, President, Highway Users Federation and

representatives of these six federal agencies:

FHWA

US Travel and Tourism Bureau

National Park Service

Bureau of Indian Affairs

US Forest Service

Bureau of Land Management

Art and the Infrastructure, *cont'd from page 1*

plazas above can be dramatized to reveal both the archeology of the city and its changing dynamics.

Travelers to Paris, Stockholm, Brussels, and Mexico City have seen the integration of art and transportation systems that resulted from a cooperation between engineers and designers in these cities. The French have provided dramatic precedents for sculptural design in pedestrian crossovers and highway barriers along major auto routes. The elegantly differentiated bridges along the Merrit Parkway in New York state set an early American example - before the American Association of State Highway and Transportation Officials established standards of banal efficiency for highway design.

Recently, Radnor Township, Pa., and Pennsylvania's Department of Transportation set a new precedent when they supported the use of rocks excavated along Philadelphia's "Blue Route" arterial to create an entryway intended to recall the megalithic landscape the region's early Quaker settlers might have remembered from their native Radnorshire, Wales. Bridge abut-

ments on a recently built Phoenix freeway include an artist's interpretation of Native American reliefs.

The federal Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991 emphasizes the concept of highway enhancement. Over the next six years, Massachusetts will be granted \$181 million in ISTEA surface-transportation funds. Ten percent of this money is required to go for "enhancements." The Central Artery in Boston would be an ideal place to use federal money set aside for roadway beautification.

Let's leave some tangible evidence of our artistic endeavors, not just for future archaeologists, but for our own children and their children. Americans should be able to do at least as well as King Nebuchadnezzar's glazed walls - if we haven't run out of cultural conviction.

Mr. Ronald Lee Fleming is the President of the Townscape Institute, Cambridge, Massachusetts and a member of Scenic America's Board of Directors.

Scenic America, a nonprofit 501(c)(3) organization, is the only national group devoted solely to preserving and enhancing the scenic character of America's communities and countryside. If you want to work to protect the quality of the scenic environment, you can join Scenic America by contacting us at 21 Dupont Circle, NW, Washington, DC 20036 (202) 833-4300. Individual memberships begin at \$20. Organizations and municipal memberships are \$50 for local and state agencies and \$100 for national agencies.

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Scenic America Viewpoints is a publication of Scenic America and is available free to its members.

All photos: Scenic America

FHWA Publishes FY'92 Billboard Statistics

In January, 1993 FHWA released its annual inventory of the number of illegal and nonconforming signs remaining as of the end of the fiscal year (September 30, 1992). The numbers are reported by the state DOTs to FHWA. Although 538 nonconforming signs were removed, the majority of states did not remove any, and over 90,000 non-

conforming signs remain. In response to ISTEA's mandate to remove all illegal signs, the states reported having removed over 27,000 illegal signs during the year, but over 25,000 remained.

FHWA will be closely monitoring the few states that still have a large number of illegal signs in order to ensure that the states are

making good faith efforts to remove them. Some states have made a major effort to remove signs in the past months since the 1992 inventory was completed. For example, as of February 3, 1993, Pennsylvania had only 200 signs remaining of the 2213 illegal signs reported in September. SA

Number of Signs Remaining in Each State

STATES	NON-CONFORMING	ILLEGAL	STATES	NON-CONFORMING	ILLEGAL
Alabama	884	319	Missouri	3023	308
Alaska	0	22	Montana	744	40
Arizona	3528	97	Nebraska	1719	243
Arkansas	1060	3000	N.H.	158	0
California	1580	253	Nevada	12	0
Colorado	659	204	New Jersey	487	60
Connecticut	62	6	New Mexico	965	1310
Delaware	44	126	New York	2290	276
Dist. of Columbia	0	0	N. Carolina	3179	0
Florida	5883	200	North Dakota	294	334
Georgia	2348	2600	Ohio	3296	2840
Hawaii	0	0	Oklahoma	2365	1364
Idaho	99	49	Oregon	6	0
Illinois	2151	522	Penn.	7410	2213
Indiana	5238	2514	Rhode Island	67	0
Iowa	461	0	S. Carolina	1970	0
Kansas	4868	160	South Dakota	2929	74
Kentucky	677	197	Tennessee	3595	0
Louisiana	528	2999	Texas	6518	1611
Maine	0	0	Utah	1	4
Maryland	1450	0	Vermont	0	0
Massachusetts	56	148	Virginia	2544	0
Michigan	2817	0	Washington	32	29
Minnesota	102	12	West Virginia	79	3
Mississippi	1077	1133	Wisconsin	9217	3
			Wyoming	1633	2

COMMUNITY ASSISTANCE PROGRAM RECEIVES START-UP FUNDS

Scenic America proudly announces the receipt of a grant from the George Gund Foundation of Cleveland, OH. This grant will enable Scenic America to implement its Community Assistance Program, which will aid communities in the Ohio and Erie Canal Corridor in assessing the quality of their sign control regulations and improving ordinances where necessary.

The Ohio and Erie Canal Corridor, which includes the Cuyahoga

Valley National Recreation Area, is a heritage area stretching south from Cleveland through Akron to Zoar. Heritage areas are large areas which include scenic, historic, cultural, and recreational resources in a patchwork of public and private ownership. Communities and organizations in the Ohio and Erie Canal Corridor are seeking Congressional designation as a National Heritage Area.

In recent months, the communities in the Corridor have become increasingly aware of their interdependence. Moreover, the growth of interest in federal designation raises the importance of preserving the region's unique resources. According to Scenic America president Sally Oldham, "The Gund Foundation's generous grant will help us to give communities throughout the region the assistance

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TRANSPORTATION PLANNING CONFERENCES CONTINUE

As reported in the last issue of VIEWPOINTS, Scenic America is one of seven sponsors of Transportation Planning for Livable Communities, an 11 region conference series about the new opportunities for citizens and transportation professionals created by ISTEA. The conferences have proved to be a resounding success, attracting hundreds of attendees from a wide variety of backgrounds, all interested in improving the livability of their communities. The joint sponsorship of federal agencies and national nonprofit organizations creates an open environment for all attendees to participate. The exchange of ideas, discussion of community values and the creation of

new understanding and partnerships are the key activities which can successfully implement the spirit of ISTEA.

Scenic America enjoys a prominent role in the conferences. In partnership with the National Trust for Historic Preservation, Scenic America presents a four hour workshop on scenic and historic resource protection opportunities within ISTEA. The workshop includes information on billboard control, scenic byways and the categories of transportation enhancements funds which can be used for scenic and historic preservation projects.

The remaining conferences are:

SAN FRANCISCO, APRIL 2-3
ATLANTA, APRIL 23-24
WINTER PARK, FL, APRIL 30 - MAY 1

FHWA PROPOSES NEW PLANNING REGULATIONS

ISTEA requires new statewide transportation planning and revised Metropolitan Planning requirements with increased public participation. FHWA and FTA published proposed rules in the Federal Register on 3/2/93. Public comments are due by 5/3/94. For info call Martin Weiss (FHWA) at 202-366-5010. SA

FROM SCENIC AMERICA'S BOOKSHELF

VIDEOS

- *Signs, Signs: The Economic and Environmental Benefits of Community Sign Control* - \$19.95

This best-selling video is designed as a tool for citizens, business owners, planners, and public officials to spread public awareness about the importance of strong sign controls. Demonstrated efforts of sign control are shown in cities: Raleigh, NC; Holland, MI; and Houston, TX.

*1-5 videos, \$19.95 each; 6-10, \$15.95 each; 11 or more, \$12.95 each; P & H for first video \$3.00, \$1.50 each additional video.

- *Gift of the Journey Video* - \$19.95

Lady Bird Johnson and William Least-Heat Moon, author of *Blue Highways*, describe ways in which scenic country roads and urban parkways can be identified and protected.

BOOKS & BULLETINS

- *Aesthetics and Land Use Controls, Beyond Ecology and Economics* - \$20.00

This information-crammed manual covers such topics as view protection, building design review,

landscaping and tree protection; and the regulation of signs, billboards, satellite dishes, and other forms of outdoor communications. A helpful means of legal and aesthetic reference for planners and activists.

- *Citizens Handbook on Alcohol and Tobacco Billboard Advertising* - \$4.95

This pamphlet documents the problems of billboards targeted at inner-city residents and sets out an action plan for mobilizing citizens to do something about it. Includes a step-by-step guide to curbing advertising in your neighborhood or town.

- *Technical Bulletins* - \$5.00 each

This series of six bulletins are excerpted from the *Economics of Preserving Community Character*. The bulletins can be used to advocate and measure the economic values to individuals and communities of improving community appearance.

Trees Make Cents: Documents numerous case studies which demonstrate the positive influence of tree and landscape protection on property values and other economic measures. Five valuation methods are discussed.

On The Value of Open Space: Documents several case studies which clearly demonstrate the economic benefits of open space. Also analyzes methods to preserve open space.

The Value of Nature and Scenery: Covers the impact of scenic and natural areas on local economies by tourism, wildlife-associated recreation, river recreation, trail-use recreation and scenic byways as well as the economic impacts on property value.

Watch for release of additional bulletins this spring on Wetlands, Historic Preservation, and Commercial Districts.

- *Designing Urban Corridors* - \$24.00

This indispensable manual assists communities in producing aesthetically pleasing and functional patterns of roadside development. Includes a chapter on scenic road designations and protections.

To Order: send \$3.00 Postage and Handling plus check to Scenic America.

There are many more materials available! Let us know if you need further information. SA

Start Up Funds cont'd from page 6

they need in preserving their unique scenic character."

We gratefully acknowledge the support of the George Gund Foundation.

FOUNDATIONS RENEW SUPPORT FOR SCENIC AMERICA

Scenic America is also pleased to continue relationships with the Merrill G. and Emta E. Hastings Foundation and with the Margaret Cullinan Wray Charitable Trust.

The Hastings Foundation, a long-time supporter of Scenic

America's efforts, awarded Scenic America two grants this year. One was targeted to support our internship program, which annually gives a number of college students and recent graduates the opportunity to gain valuable professional experience at Scenic America. The second supports Scenic America's continuing presentation of our 20 Most Important Scenic Byways List and slide show.

The Wray Charitable Trust recently awarded Scenic America a grant for the second consecutive

year. This grant supports Scenic America's work with state cooperating organization Scenic Texas.

"We are truly grateful for the continuing support of organizations like the Hastings Foundation and the Wray Charitable Trust," noted Oldham. "It is organizations like these that give us the ongoing support which allows us to expand our programmatic and development efforts."

Our thanks to both of these foundations.SA

SCENIC AMERICA ANNOUNCES 10TH YEAR CAMPAIGN

Are you a member of Scenic America?

If you answered, "No," to the above question, we've got an offer for you.

Do you know someone who is interested in scenic resource preservation but does not yet belong to Scenic America?

If so, we've got the same offer for them.

Scenic America's 10th Year Campaign makes becoming a

member of Scenic America more affordable than ever before. In celebration of our Tenth Anniversary, we've slashed our normal membership fee of \$20 in half.

That means that for a limited time you can become a member of Scenic America for just \$10.

Ten dollars -- less than three cents a day. For that, you receive our quarterly newsletter, "Viewpoints," four times. You will receive special updates and alerts on scenic resource issues of national,

state, and local concern. And you tap into a nationwide network of scenic resource advocates like yourself.

Look through this newsletter. You can see how active Scenic America is. You can see that we're making a difference in communities like yours all across the nation.

So, come on -- help us celebrate our Tenth Anniversary. Sign up as a new member of Scenic America -- and bring along a few of your friends. SA

JOIN SCENIC AMERICA YES, I WANT TO HELP SAVE OUR SCENERY!

\$10 10th Anniversary Membership-New Members Only \$35 Associate Member \$100 Sponsor
 \$500 Guardian \$50 State or Local Organization \$100 National Organization

Please accept my tax-deductible contribution of \$_____ in addition to my membership.

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