

# Coalition News

---

Newsletter of the Coalition for Scenic Beauty

---

June, 1985

## COALITION IN THE NEWS

If you haven't seen it yet, rush to your local newsstand and get a copy of the terrific anti-billboard article in the June Reader's Digest. "The Great Billboard Double Cross," by James Nathan Miller, describes the major flaws of the Highway Beautification Act and urges readers to write their congressmen to ask them to hold hearings on the law. In addition, the article describes the Coalition for Scenic Beauty's efforts to reform this program. As a result, we received hundreds of letters and phone calls requesting information and assistance and offering to help fight billboards. Reprints of the article are available from the Washington office for those who would like to distribute them to other potential supporters.

The Coalition also got coast-to-coast coverage in May in a syndicated newspaper column by Neal Pierce, a Texas-based columnist. After describing the failures of the Highway Beautification Act and the recent victories of some cities, such as Houston, in banning billboards at the local level, Pierce says, "One senses the billboard gang has reached the zenith of its power, while the anti-forces are just gaining steam. . . . Victories for the citizen billboard-control groups come painfully, slowly. But it's hard to believe Americans won't demand a purge of the unsightly billboards that plug every product from cigarettes to booze and obscure the face of 'my land and your land'--natural America."

## ORDINANCE INFORMATION PACKETS AVAILABLE

In response to the weekly requests from city planners, city council members, and attorneys for assistance on preparing local sign ordinances, the Coalition for Scenic Beauty has prepared an "Ordinance Information Packet." The packet contains information on recent Supreme Court decisions on sign control ordinances, federal law and court decisions on compensation requirements for removal of billboards, descriptions of sign control efforts in several communities, and other general background information.

The packet costs \$15.00 and is available only to paid members of the Coalition for Scenic Beauty. It can be obtained by sending a check for \$15.00 (payable to the Coalition for Scenic Beauty) to Coalition for Scenic Beauty, 44 E.

Front Street, Media, PA 19063. If you are not a member of the Coalition, you can obtain the packet most quickly by sending both your membership fee plus the \$15.00 for the packet at the same time. Memberships start at \$20.00 for individuals. Be sure to include a note stating that you want an "Ordinance Information Packet." For more information, call the Coalition's Washington office at (202) 783-8335.

**COALITION TO TESTIFY  
AT CONGRESSIONAL HEARINGS**

The Coalition for Scenic Beauty will air its concerns over the failures of the Highway Beautification before Congress this July. Coalition President Charles Floyd is scheduled to testify about the problem of billboard blight before the Senate Transportation Committee July 10-11 during hearings on the federal highway program. We'll have a follow-up story in the next Coalition News.

**Coalition News** is published by the Coalition for Scenic Beauty, a national, nonprofit organization dedicated to improving and preserving the scenic quality of America's urban and rural environments. To achieve this goal, the Coalition advocates the control of signs and billboards and promotes highway beautification. **Coalition News** is available free to members of the Coalition for Scenic Beauty. Coalition membership fees are as follows: Individual memberships start at \$20; for clubs, associations, organizations, private businesses, or government agencies fees are \$50 for local organizations, \$100 for state or regional organizations, and \$150 for national organizations. To join, send check payable to the "Coalition for Scenic Beauty" to the Coalition for Scenic Beauty, 44 East Front St., Media, PA 19063. Phone: (215) 565-9131.