



SCENIC AMERICA

Viewpoints

Fall, 1992 Vol. 9 No. 3

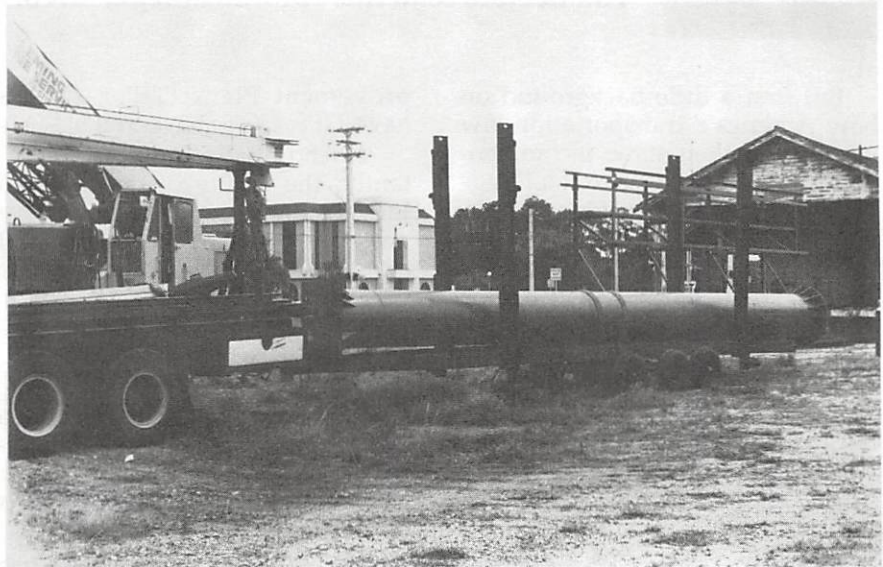
ISTEA PULLS DOWN ILLEGAL SIGNS

Estimates requested from the Federal Highway Administration (FHWA) by Scenic America indicate that nearly 25 percent of approximately 33,000 illegal signs adjacent to Interstate and Federal-aid primary highways have been removed or corrected in recent months. Illegal signs are signs that were erected or are maintained in violation of state or local law.

In the Intermodal Surface Transportation Act (ISTEA) of 1991, Congress required the removal of illegal signs at the sign owner's expense by March 17, 1992. If sign owners failed to remove the illegal signs by that date, Congress required the states to take down the remaining illegal signs, but set no time limit on the required state action. In the March 6, 1992, Notice in the Federal Register, the FHWA gave the states an additional 90 days to remove the remaining illegal signs and asked the states to report their progress by July 1, 1992.

Fifteen states (California, District of Columbia, Hawaii, Iowa, Maine, Maryland, Michigan, Minnesota, Oregon, Rhode Island, Vermont, Virginia, West Virginia, Wisconsin, Wyoming), accounting for less than 2 percent of the estimated 33,000 illegal signs report having no illegal signs remaining along Interstate and federal-aid primary highways. In contrast, fifteen states (Arkansas, Alabama, Colorado, Delaware, Georgia, Indiana, Massachusetts, Montana, Nevada, New Hampshire, New Mexico, North Dakota, Tennessee, Utah, Washington), accounting for 52 percent of the illegal signs remaining, report that no illegal signs have been removed. Several of these states report that the sheer volume of illegal signs, combined with state due process requirements and inadequate staffing,

... continued on page 6



Increasingly a common sight in future months, this Bartow, Florida billboard was removed last March.

In Buffalo,

BILLBOARD PERMIT FEES PASSED

On July 21, the Buffalo, NY, Common Council voted 8-5 to charge annual billboard permit fees for the first time. The vote marks an important victory for Buffalo's billboard control advocates, who overcame determined industry opposition.

The ordinance, sponsored by Councilmember David Collins, will charge a permit fee of \$175 for each billboard under 500 square feet (sf) in area. Those greater than 500 sf will pay \$175 plus one dollar for each sf over 500. A 672 sf billboard, standard along the nation's highways, would therefore be charged \$347 annually.

Councilmember Collins said this legislation gives Buffalo a "much stronger capacity to manage billboard proliferation" and will aid the city in enforcing its billboard ordinance. Studies in Colorado and Michigan have indicated that low permit fees subsidize the billboard industry by reducing enforcement

efforts and allowing illegal signs to exist undetected.

The Council originally considered the legislation in February, 1992. Penn Advertising, the city's major billboard company, delayed passage by pledging to submit an accurate count of its billboards and to cooperate with the Council.

When it failed to do so, the Council moved ahead with the legislation. Penn has threatened to sue the city, but it failed to deter the Council.

In addition to helping the city get a handle on its billboards, Councilmember Collins also hoped that this legislation would reduce the prevalence of billboards advertising alcohol and tobacco. Noting that these ads most frequently appear in low-income, minority districts like his own, Collins said, "The billboard industry has been making money for years. We pay the consequences of their money making." SA

President's Message: Take An Active Role With ISTEA



If you want to see...

- ... non-conforming billboards taken down in your area, or
- ... funds spent landscaping your US Route highway, or
- ... protection of scenic views along nearby country roads or
- ... your state's scenic highways program strengthened and better funded,

You need to read this column and get involved now!

But first a little background on how America's transportation law works, and then some recommendations on how to make the things that are most important to you happen.

It is now eight months since ISTEA (the Intermodal Surface Transportation Efficiency Act of 1991) was signed into law. Early reports from Dr. Tom Larson, Administrator of the Federal Highway Administration (FHWA), proclaimed that ISTEA would mark a "sea change" in the way our transportation system is planned and developed.

During this transition period the state departments of transportation (DOTs) and metropolitan planning organizations (MPOs) are moving in new directions to determine their own responses to ISTEA's mandates for planning, programming and financial tracking.

Four important points that you should understand when you work with ISTEA:

1) ISTEA calls for the development of both long range and short range transportation plans, fiscal responsibility in programming, and accountability in funding.

2) Each state DOT must develop: comprehensive, 20 year long range plans; two year State Transportation Improvement Plans (STIPs), from which projects are selected for immediate funding; and accurate estimated costs for STIP projects (a major change from past practice).

3) MPOs, which may also be called COGs (council of governments) in some areas, are located in areas with populations above 50,000. Like DOTs, MPOs must also prepare 20 year long range plans and three year Transportation Im-

provement Plans (TIPs). (MPOs have TIPs; DOTs have STIPs).

4) And finally and most importantly, the ability of citizens and MPOs to have more voice in transportation decisions is the key that opens your opportunity to use ISTEA.

But how can you influence decisions about transportation planning and projects in your area?

And, if you're unhappy about a transportation project that is already slated for construction in your area, is there a chance to change this decision?

Here are Scenic America's recommendations:

CALL the director of the planning section of your MPO or DOT. Pick up the phone today. ISTEA mandates citizen involvement in transportation decisions, but many transportation officials are puzzled about how to reach out to public interest groups.

ASK for a meeting to discuss the long range plan and STIP or TIP.

FIND out when a public hearing will be held on these plans. Many states are seeking public input right now. Plan to testify and support your project proposals.

STRENGTHEN your case by gaining the support of public interest groups in your area so you can speak with more clout on behalf of your proposals. There are likely to be many interest groups supportive of your proposals.

CONSIDER contacting the state or local chapters of the American Planning Association, American Institute of Architects, local and statewide historic preservation groups, local bicycle groups and trails groups and local affiliates of many national environmental orga-

nizations such as the Sierra Club, National Wildlife Federation, as well as neighborhood and community development organizations for their support and participation.

REMEMBER that ISTEA makes millions of dollars available for the removal of non-conforming billboards, but these monies may be spent on other priorities unless you specifically call for expenditures on billboard removal.

RECOGNIZE that \$353 million is allocated this fiscal year to Transportation Enhancement projects. As of this column's writing, only 12% of the enhancement funds have been obligated by state DOTs.

INQUIRE if your state is one of the many states setting up advisory panels on transportation enhancements funding. Many of these panels, which include public interest groups, make recommendations on which enhancements projects are to be funded. Ask for a seat on your state's panel. Some of the states that were not able to move quickly enough to make decisions with public input this year expect to allocate funds for two years of Transportation Enhancements projects after October 1.

MAKE sure your project is on the STIPs list. In the future, Transportation Enhancements projects must be in the STIP to be funded.

BEGIN today; don't wait to hear from your local DOT or MPO. ISTEA makes it possible for citizen activists to contribute to the change toward greater flexibility in transportation planning and funding. It is possible for you to influence the manner in which millions of dollars will be spent in your state. Let your voice be heard. SA

Enhancements Funds Spark Resource Conservation

Kentucky Saves Battlefield Site

Proclaiming that Kentucky is a state "rich in tradition and heritage," Governor Brereton Jones announced that the Transportation Cabinet has committed \$2.5 million in federal Enhancement Program funds for the preservation and development of the Perryville Battlefield in Boyle County, Kentucky. Perryville is one of 25 Civil War battlefields in the nation placed on a priority list of endangered and significant sites by Secretary of the Interior, Manuel Lujan, Jr.

David Morgan, Executive Director of the Kentucky Heritage Foundation, said the grant may be used to purchase more land for an adjacent state park and buy development rights in order to preserve the

landscape. Some of the funds may also be used to build interpretive centers in Perryville and at the battlefield, he said.

The \$2.5 million is believed to be the largest sum to date awarded for an enhancement project. More than \$600,000 in matching money must be raised to collect the federal money for the Civil War site. "The enhancement funds provide an incredible opportunity for preserving natural, scenic and historic resources of Kentucky," said Morgan.

The preservation of the Perryville battlefield is a prime example of how highway improvements can blend with and enhance scenic and historic resources. The Transportation Cabinet Secretary said that the project will tie in perfectly with the planned widening from two to four lanes of U.S. 150, which runs through Perryville. SA

Maryland, A Model For Enhancements

The Maryland Department of Transportation (MDOT) Executive Advisory Committee has earmarked 12 transportation enhancements projects for FY 92, totalling nearly \$3 million in federal funds, matched with MDOT and other funds. The 12 projects represent a wide range of the eligible enhancement activities. The proposed projects include bikeway construction; rails-to-trails conversion; landscape and site improvements for a historic railway station; acquisition of open space easements to protect the public landscape of St. Mary's City, Maryland's historic capitol; the development of a land and historic properties protection plan for a highly significant civil war battlefield; a feasibility study to examine the historical, cultural, and recreational resources of the National Road Corridor, an interstate heritage corridor from Baltimore to Wheeling, WA; land acquisition to protect a historic battlefield viewshed; and archeological studies to restore Mattapaney Path, Maryland's first road. SA

Pennsylvania Plans Ahead

Scenic America is one of five non-profit advocacy groups serving on the Pennsylvania Department of Transportation (PADOT) Transportation Enhancements Advisory Committee (TEAC). Rails to Trails Conservancy, Keystone Trails Association, Bicycle Federation of America and Bedford County Covered Bridge Society are also TEAC members. The executive directors of the state legislative committees of transportation; representatives of the Federal Highway Administration and the National Park Service; Pennsylvania's Departments of Environmental Resources and Community Affairs and Historic and Museum Commission are also on the TEAC. The TEAC includes representatives from PADOT's Bureaus and District Offices and two local municipal planning organizations (MPOs) as well.

TEAC was formed "to assist in identifying candidate programs and projects which will utilize the federal transportation funding provided by recently enacted legislation . . . This group will advise the DOT and State Transportation Board (STB) on appropriate candi-

dates for funding."

The initial meeting was held June 26, 1992, to discuss the application process and develop an application form. The forms will be distributed in August with the first deadline for application in November. Additional meetings are scheduled for October to discuss the selection process and project evaluation criteria and for December to review submitted applications and make recommendations for funding to the MPOs for their review and to STB for inclusion in the State Transportation Improvement Plan (STIP).

The PADOT TEAC process is an example of how DOTs are modifying their approach to transportation funding and creating ways to involve the public and other state and national agencies in the decision making process. Scenic America is very pleased to have this opportunity for hands-on involvement and participation. Advisory committees with broad representation of public interests are a good way to make equitable decisions to select model projects that will enrich communities. SA

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. Organizational and municipal memberships are \$50 for local and state agencies and \$100 for national agencies.

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News From Around the Nation . . .

Baltimore Bets on Billboard Ban

Last year, Baltimore's "legitimate" billboards escaped meaningful reform as the city moved to remove 1,300 illegal billboards. Now, backed by the Coalition For Beautiful Neighborhoods, a city-wide organization of community groups, churches, and civic groups, five city council members have introduced four proposals dealing with the excessive number of billboards in the city and their harmful messages.

Central to the proposed legislation, scheduled for a fall vote, is a ban on advertising alcohol and tobacco products. Two other bills would cap the number of billboards in the city while restricting new billboards to heavy business and industrial areas and imposing yearly licensing fees on permitted billboards. The coalition is also calling on the state to close the \$3 million property tax loophole currently afforded to billboard companies.

Councilman Martin O'Malley estimated 76 percent of Baltimore's 2,000 billboards are located in low-income areas, and 70 percent advertise alcohol or tobacco. Says Sylvia Fulwood, co-chair of the coalition, "We have a lot of educating to do to get more groups and people involved. Things don't have to be this way. We can change it."

Seattle Seeks to Save Scenery

The American Lung Association (ALA) joins the growing chorus of Seattle citizens calling for changes to the city's decade old sign ordinance. Citizen groups argued that the current cap and replacement ordinance has failed to protect Seattle's scenic resources.

In response, the City Council created a five month study period, ending February 15, 1993, to evaluate the effectiveness of Seattle's existing outdoor advertising controls. Sponsored by Councilwoman Sue Donaldson, the resolution allows continued filing of new permit applications during the study period.

After February 15, the city will pull permits filed during the study period that do not conform to the sign regulations adopted or proposed during the five month period.

You Can Get There From Here in Vermont

The Vermont Legislature has approved a new system of interstate directional signs to provide motorists with tourist information. Vermont banned billboards in 1968 but never posted blue logo signs, which advertise gas, food, camping or lodging, or brown supplemental directional signs, which advertise museums, universities, historic sites, and recreational areas. Logo signs will still not be permitted, but beginning this fall the supplemental directional signs will.

Federal guidelines allow one supplemental information sign per exit with up to two messages. The Tourist Information Council will decide who will advertise. By Vermont law, non-profit institutions must have priority over commercial users. The law also requires commercial attractions chosen to advertise to set up a roadside information display which provides information on other Vermont attractions.

Billboarders Contest Illinois Communities' Control

Chicago and other Illinois cities and towns are eagerly awaiting an Illinois Supreme Court decision on whether home-rule communities can impose tighter restrictions on billboard advertising than state law. The City of Des Plaines' sign code limits the sign size of billboards placed along highways to 40 percent of the size allowed by state law. The provisions in the Illinois Highway Advertising Control Act of 1971 are identical to the federal Highway Beautification Act, which allows signs up to 1,200 square feet in area.

Attorneys for Scadron Outdoor Advertising interpret state and federal laws to mean that localities are precluded from imposing stricter

controls on billboards. Mathias Delort, attorney for the city, disagrees: "The purpose of the law was not to preserve any permanent interest in the billboard industry. The purpose was to limit the proliferation of billboards throughout the country." Most, if not all states, allow localities to impose billboard controls that are more restrictive than state law. A decision is expected in the fall.

Rhode Island Allows Trivision Trade-off

In July, the Rhode Island state legislature approved a bill requiring the removal of two billboard structures for each trivision billboard face erected. The legislature rejected provisions which opened up Rhode Island's secondary road system to new billboards and forbade local communities from restricting trivision billboards.

Trivision billboards project up to three different images on a single face and can change every seven seconds. The law allows new trivision billboards only in existing billboard locations. In addition the law requires the removal of two billboard structures for every trivision face erected. The erection of a double-faced trivision billboard would require the removal of four billboard structures.

Providence Billboards Face Tax Hike

More than a year after the Providence, RI, City Council passed a resolution to investigate billboard assessments, the City Tax Assessor, Theodore C. Littler, says billboard owners will owe 20 times more in taxes. Littler found that billboards have been grossly undervalued. Signs valued at \$570 each, generating only \$50 in taxes are actually worth more than \$11,000 and should be generating more than \$1,000 each in taxes. The new assessment could generate up to \$150,000 in extra tax revenue. SA

New Billboards? No Thanks! Scenic America Succeeds Again

Clark County, Nevada

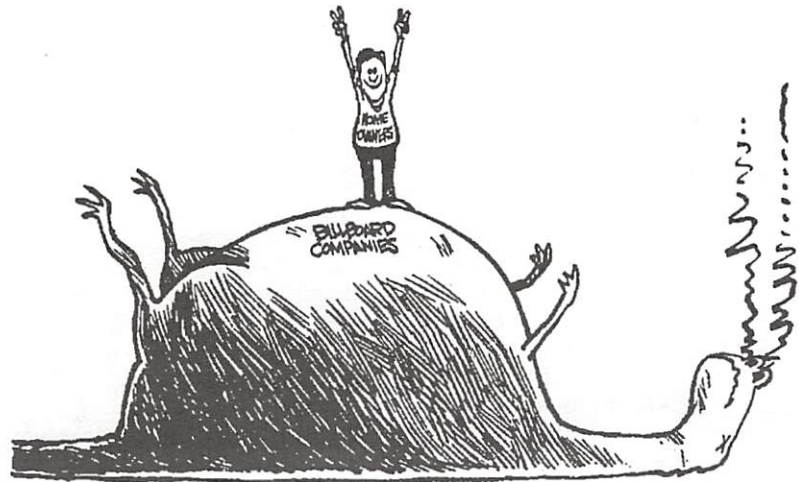
July 22, 1992, the Clark County, Nevada, Commission scrapped a proposed sign ordinance allowing large billboards near residential areas. Opponents estimated the proposed ordinance would allow up to 10,000 new signs in the county. One month ago the industry backed bill seemed a shoo-in, despite strong objections from every neighborhood advisory council.

Harry Mortenson, of the Spring Valley Town Advisory Board, thanked Scenic America for assistance in defeating the bill.

Maryland DNR

With the strong encouragement of anti-billboard advocates, including Scenic America, the Maryland Department of Natural Resources (DNR) has decided not to renew existing contracts or accept future donations of billboard space.

DNR used billboards to publicize



Reprinted with permission of the Las Vegas Sun, Artist: Mike Smith

its public outreach activities. Thanking Scenic America, DNR Secretary Torrey Brown wrote, "Your presentation...allowed the department managers to see another point of view on the use of billboards and their impacts on the natural and sce-

nic resources we are devoted to protect." Billboard companies routinely and deliberately entice environmental organizations with free or discounted billboard space in order to stave off future opposition from the environmental community. SA

ISTEA Opens the Door to Flexible Design Standards

Scenic America, in coalition with other preservation and environmental groups, is urging the Federal Highway Administration (FHWA) to issue guidance to reiterate the flexibility provided by ISTEA to waive certain highway design standards in historic or scenic areas.

The AASHTO (American Association of State Highway and Transportation Officials) standards for roadway design, construction and maintenance have been adopted by many federal, state and local agencies. Applying these standards sometimes requires extensive and expensive modifications to bring roadways into compliance. Following these standards can seriously compromise the scenic character of both the roadside and communities. For example, when road repairs or modifications are implemented, use of federal or state funds may require compliance with AASHTO standards. This may require roadway and shoulder widening, additional

turn lanes and larger, standardized bridge design beyond the level that is required for motorist safety.

ISTEA recognizes this potential problem and allows deviation from the AASHTO standards when warranted. The Secretary of Transportation may waive certain highway design standards, such as the required use of concrete Jersey barriers or metal guardrails, in historic or scenic areas if strict compliance to the AASHTO standards threatens such properties. ISTEA also re-

quires that such a variance may not compromise the safety of the traveling public.

The potential to waive portions of the AASHTO standards in order to protect scenic and historic resources is another example of the new flexibility incorporated in ISTEA. Greater application of these opportunities will help preserve the scenic character of America's communities and countryside. SA

ILLINOIS ALERT: GOVERNOR CALLED TO VETO BILL

Billboard industry-sponsored legislation to weaken local controls has passed both houses of the Illinois legislature. House Bill 4049 would outlaw amortization and mandate that local governments pay cash compensation when requiring billboard modifications.

A broad coalition of organizations calling the bill an unnecessary

state intrusion into local zoning powers that would make billboard regulation prohibitively expensive have called on Gov. James Edgar (R) to veto it. These include Scenic Illinois, the Illinois Municipal League, the Illinois chapter of the American Planning Association, the Chicago Lung Association, and others. SA

To Congress, HBA Enforcement Constitutes Urban Emergency

The primary purpose of the Dire Emergency Supplemental Appropriations Act of 1992, signed by President Bush in June, was to provide assistance to urban areas in the wake of the Los Angeles riots. But Representative Bud Shuster (R-PA) and Senator Steve Symms (R-ID) saw the bill as an opportunity to give assistance to someone else—their friends in the billboard industry. Inserted late in the evening to the emergency appropriations bill, the Shuster-Symms amendment makes state use of Intermodal Surface Transportation Efficiency Act (ISTEA) funds for billboard removal discretionary.

Under the provisions of the Highway Beautification Act (HBA), states are required to remove non-conforming signs when federal funds are made available to share in the acquisition cost. Prior to ISTEA, when funding was made available for the removal of non-conforming signs, it came from general funds. In ISTEA, however, Congress made highway trust funds available for the first time for the removal of non-conforming billboards. In March the Federal Highway Administration (FHWA) ruled that the language in ISTEA required states to use highway fund money to remove the estimated 92,000 non-conforming signs remaining along federal roadways. The Shuster-Symms

amendment amended ISTEA language and effectively reverses that ruling.

The amendment shows how Congress is once again out of step with the rest of the nation when it comes to billboard control. Many state governors and state department of transportation officials responded favorably to the FHWA's enforcement actions. Moreover, on June 24, 1992, following the passage of the Shuster-Symms Amendment, the U.S. Conference of Mayors passed a resolution at their annual meeting in Houston urging the U.S. Department of Transportation to "work closely with state and local governments to remove all non-conforming billboards, as required by the HBA, by December 18, 1997." The resolution demonstrates widespread and continued support for aggressive enforcement of the Beautification Act, despite the Shuster-Symms amendment.

STAYSKAL



Reprinted with permission of Wayne Stayskal, The Tampa Tribune

Although the Shuster-Symms amendment leaves the decision to spend millions of ISTEA dollars for billboard removal to the states, now more than ever, the opportunity exists to finish a job started nearly 25 years ago. In the absence of new federal regulations, it is important to encourage state officials to use ISTEA funds wisely when acquiring billboards. Scenic America and the environmental community will continue to call for aggressive removal of non-conforming billboards, with priority given to billboards in scenic areas and in localities banning new billboard construction. SA

ILLEGAL SIGNS...cont'd from p1

has slowed the removal effort.

Arkansas, for example, with 3000 illegal signs, told Scenic America that they have notified the owners of illegal signs in only 8 of 75 counties. "You can't just yank them down," says Al Collins, sign administrator with the Arkansas Department of Transportation. Sign owners are given 30 days to correct the violation, remove the sign, or appeal the violation to an administrative officer.

Pennsylvania reported that nearly 25 percent of the estimated 4,480 illegal signs have been removed or corrected. Doug Lehr of the Pennsylvania Department of

Transportation says that Pennsylvania hopes to be in full compliance with ISTEA by November.

According to recent estimates, Region 6, which includes Arkansas, Louisiana, New Mexico, Oklahoma and Texas, leads the nation with over 10,000 illegal signs remaining. Oklahoma and Texas have reportedly made substantial progress in removals. Region 9, which includes Arizona, California, Hawaii and Nevada, has the best compliance record with only 85 illegal signs left to be removed or corrected. Other regions faring comparatively well are Region 10 in the Northwest with less than 3 percent of the nation's illegal signs and Region 7 in the Midwest and Region 1 in the Northeast, both

with 3 percent.

The FHWA will continue to assess the illegal sign information reported by the states before taking further action. Of primary interest is seeing that states with illegal signs remaining are actively moving to comply with the provisions of ISTEA. SA

FALL WORKSHOP

Scenic America's fall workshop will be October 16 & 17. Friday afternoon and Saturday morning sessions will focus on organizational development of state and local scenic protection organizations. Saturday afternoon will be an update of scenic protection legislation, strategies and techniques. Contact SA for registration info.

DO YOUR EARTH SHARE

Scenic America will look in the coming year to seize the opportunities presented by its membership in Earth Share. Formerly the Environmental Federation of America, Earth Share is a federation of 40 environmental organizations which participates in workplace giving campaigns, most of which occur in the fall.

Scenic America joined the National Audubon Society, Sierra Club, National Wildlife Federation, and other organizations in Earth Share in January, 1992. Earth Share has enjoyed substantial growth in the three years since its founding and raised nearly \$8 million in the last year. Scenic America's membership provides millions of federal, state, and private employees the opportunity to promote scenic resource protection by supporting Scenic America.

Earth Share participates in two major types of workplace campaigns. The first and most important is government campaigns. These include the Combined Federal Campaign, which reaches every federal government employee and represents the bulk of Earth Share's income. In addition, most states, major cities, and many counties and other branches of government have their own campaigns; Scenic America is working with Earth Share to ensure maximum participation in these.

Earth Share also participates in corporate campaigns, such as J.P. Morgan and Waste Management. Many large corporations run their own campaigns, and gaining access to these, while often difficult, is also very valuable.

You can aid Scenic America in two important ways. If your workplace's charitable giving campaign includes Earth Share, please remember to designate Scenic America, since payroll deductions are an excellent, easy way for you to increase your support of Scenic America. If it does not include Earth Share but you would like it to do so, please contact us.

Finally, if you know of a corporation which might like to have Earth Share in its campaign, please contact Scenic America.

"SIGNS, SIGNS" STILL A STRONG SELLER

Scenic America's latest video, "Signs, Signs," continues to win public attention and garner rave reviews. It has been described as being "as direct and to the point as the giant billboards it condemns."

Scenic America has entered into agreements with the American Society of Landscape Architects and the American Planning Association to sell the video through their book stores. Meanwhile, activists across the nation have found "Signs, Signs" to be a powerful tool to demonstrate for city councils, planning commissions, and the

business community the value of sign control.

In addition, "Signs, Signs" has been reviewed in a number of magazines and newsletters, including those of the National Main Street Center, the National Trust for Historic Preservation's Heritage Tourism Initiative and the American Society of Landscape Architects. All of these reviews have been quite positive and have generated substantial demand for the video.

TECHNICAL BULLETIN SERIES PREMIERES

Scenic America is proud to announce the publication of two technical bulletins. "Trees Make Cents" and "On the Value of Open Spaces" discuss the economic impacts of tree preservation and open space protection.

They will be invaluable tools for activists, who too often find that environmentally sound proposals are defeated because they are perceived to be bad for the economy. By demonstrating that conservation efforts often increase property values and contribute to a community's quality of life and long-term economic health, these bulletins will give activists the information they need to encourage local and state conservation efforts.

The two bulletins are the first of six excerpted from Scenic America's book, The Economics of Community Character Preservation, to be published next year. SA

Bestsellers From Scenic America

- **SIGNS, SIGNS: ECONOMIC AND ENVIRONMENTAL BENEFITS OF COMMUNITY SIGN CONTROL \$19.95***

Designed as a tool for citizens, business owners, planners, and public officials to spread public awareness about the importance of strong sign controls. Efforts to control signs in Raleigh, NC; Holland, MI; and Houston, TX; are highlighted.

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

- **A LEGAL HANDBOOK ON BILLBOARD CONTROL \$15.00**

An indispensable guide to billboard regulation. Shows how to prepare and pass a strong ordinance. Discusses the Highway Beautification Act, state billboard control efforts, and issues in state and constitutional law. Describes industry tactics. Includes recommended ordinance provisions.

- **TECHNICAL BULLETINS \$5.00 each**

Trees Make Cents. Documents numerous case studies which dem-

onstrate 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.

Watch for the release of additional bulletins this fall on Parks and Views, Wetlands, Historic Preservation, and Commercial Districts.

Call or write Scenic America to order. SA

New Viewpoints: Scenic America Looks to the Future

The Coalition for Scenic Beauty "advocates the control of signs and billboards and promotes highway beautification."

-- *Sign Control News*, newsletter of the Coalition for Scenic Beauty (now Scenic America), September, 1984

"Scenic America is dedicated to preserving and enhancing the scenic character of America's communities and countryside."

-- *Viewpoints*, Summer, 1992

Maybe two sentences can't sum up an organization's growth in eight years. Still, looking at the two sentences above, you can't help but think that Scenic America has come a long way.

Glance through this newsletter. You'll see that that impression is right on the money.

Of course, billboard control remains a focus. And in Buffalo, NY, and Clark County, NV, activists

benefited from Scenic America's expertise and defeated billboard industry efforts to destroy community appearance. These victories indicate the crucial role which Scenic America has played in the ongoing, national movement to control billboards.

But, because the scenic character of our country can be equally degraded by many sorts of careless, improper development, today's "Viewpoints" and Scenic America focus on much more than billboard control.

You'll see, for example, discussion of scenic byways. Scenic America played a leading role in battling for the passage of national legislation to recognize and preserve our nation's scenic routes. Now we are working at the federal level and with several states to ensure that our legislative victories yield real-world results.

The use of enhancement funds also plays a major role in this newsletter. Scenic America has worked

closely with the Federal Highway Administration to ensure that transportation enhancements are clearly defined, so that they fund real enhancements -- and not simply business as usual. Now we are looking to help state and local governments to create projects which preserve our scenic environment and enhance the travel experience.

Scenic America is also defining its role in the nation's emerging tree preservation movement. All of this effort will make Scenic America an organization capable of dealing with the entire range of scenic resource issues.

Many organizations seem to treat name and mission changes as little more than cosmetics. You can see, however, that Scenic America has gone far past mere cosmetics. In fact, the change in our mission statement is a harbinger of a new Scenic America, more effectively working to preserve our scenic America. SA

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

☐ \$20 Regular Individual Membership ☐ \$35 Associate Member ☐ \$100 Sponsor
☐ \$500 Guardian ☐ \$50 State or Local Organization ☐ \$100 National Organization
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