



SCENIC AMERICA

Sign Control News

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BUSH REVIVES HBA, DIRECTS REMOVAL OF 114,000 BILLBOARDS

On March 2, 1992, the Bush Administration issued a notice to states which has in essence revived the long dormant Highway Beautification Act (HBA) by directing states to remove over 92,000 non-conforming billboards by December 18, 1993. The notice also gives states until June 18, 1992, to complete the removal of 22,000 illegal billboards along federal highways. The majority of these billboards have been standing in defiance of the HBA since its passage in 1965. The move by Bush could result in the removal of nearly one quarter of the estimated 450,000 billboards along federal highways.

Sally G. Oldham, President of Scenic America, called the Administration's action a "major breakthrough" and said, "The Bush Administration has consistently sought to protect the scenic resources of America's highways and scenic roads. Though Congress has too often shied away from the contentious issues surrounding the Beautification Act, the Bush Administration has met them head on and is aggressively fulfilling the intent of the Act."

The action, issued by Federal Highway Administrator T. D. Larson, comes at a time when billboard removal under the HBA has reached an all time low. Last year, the Federal Highway Administration (FHWA) reported removal of only 40 non-conforming billboards along federal highways nationwide.

For over 15 years, billboard removals along federal highways have been declining. A 1978 amendment to the HBA supported by the billboard industry prohibits state and local governments from removing billboards without payment of cash compensation. In 1983, Congress ended appropriations for billboard removal along federal highways, which effectively killed state and local efforts to remove billboards

... continued on page 3



These billboards along a rural section of I-95 in Virginia will be taken down as a result of the Bush Administration's plan to enforce the Highway Beautification Act.

HOUSTON COUNCIL VOTES TO AMORTIZE ALL BILLBOARDS

The Houston, TX, City Council voted 12-3 in January to eliminate all of the city's billboards over the next 20 years. The lopsided majority, which included new Mayor Bob Lanier, surprised even Councilwoman Eleanor Tinsley, the council's most vocal billboard opponent. She had earlier predicted a 10-5 victory in the face of heavy billboard industry lobbying.

The legislation amends the city sign code, which since 1980 has banned the construction of new billboards. It calls for the removal of all billboards except those along federal highways and those used for non-commercial messages.

Under this ordinance, up to 70% of the city's boards will be removed. Billboard owners must remove wooden boards in 17 years and steel ones in 21 1/2, amortization periods mandated by state legislation.

Billboards on federal-aid interstate and primary highways are governed by the Highway Beautification Act, which mandates the payment of cash compensation to billboard owners. However, the clock will be ticking on these boards, as well, and should the cash compensation provisions of the Beautification Act be repealed, Houston will remove those boards at the same time that it removes all others.

Despite exceptions for public service boards, billboard industry officials have predicted that the availability of billboard space for such messages will be extremely limited in coming years.

Houston's fight to reclaim its scenic environment has achieved success in part because of widespread public support, especially in the business community. Since the passage of the 1980 ordinance, the city has seen a 20%

... continued on page 2

President's Message

Bush Administration's Action Deserves Our Support

For many years the Highway Beautification Act (HBA) has been little more than a "billboard protection act." While Congress weakened the ability of states to fulfill the intent of the Act in 1978, states have been equally remiss in enforcing the law.

Last December, while falling short of completely overhauling the HBA, Congress agreed to fund the Act for the first time in a decade by allowing states to use regularly apportioned transportation dollars for billboard removal.

On March 6, 1992, speaking on behalf of the Bush Administration, Federal Highway Administrator Dr. Tom Larson defined in greater detail what is now expected of states in implementing the billboard reforms passed by Congress. Larson's notice to the states represents an increasingly stronger and much welcomed federal presence in enforcing the HBA. We must act now to give support to the Bush Administration's action.

Dr. Larson sets an ambitious deadline of December 18, 1993 for the removal of the 92,000 nonconforming billboards along federal highways. He

puts state transportation departments (DOTs) on notice: "States should be prepared to justify any reason for concluding that this period would impose an undue hardship on their priorities and programs." States must advise the FHWA by June 18, 1992 of "its process, program, and timetable to ensure effective control [of billboards] is achieved and maintained."

Larson shows equal resolve in carrying out other billboard reform provisions in ISTEA. He directs states to "take immediate steps after March 18, 1992, to demonstrate reasonable progress" in removing illegal billboards. Dr. Larson is just as adamant in enforcing the prohibition on new billboards along designated scenic byways.

As is to be expected, the Bush Administration's notice has raised new concerns; among which are how states plan to appraise billboards and which billboards will be given first priority for removal. Answers to these questions should be forthcoming.

But more importantly, the Administration's notice has created new responsibilities and tasks for Scenic

America, its affiliates and its members.

First and foremost, the Bush Administration deserves and needs our support for its bold stance. The billboard industry of course will voice its opposition to the Administration's plan to enforce the HBA. We need to be equally loud in expressing our support for Larson's notice to the states. I urge each of you to write to Transportation Secretary Andrew H. Card, U.S. Dept. of Transportation, 400 Seventh St., SW, Washington, DC 20590. We must also voice our support to Governors and state transportation commissioners.

Just as significant though will be our efforts over the coming two years to work with state DOTs enforcing the HBA. In the past, state DOTs have not heard enough from our side. It is our responsibility to work with departments of transportation and if necessary to serve as watchdogs of their efforts to meet the new federal billboard control guidelines. The involvement of each of us is critical if we are to realize the gains envisioned by Congress and embraced by the Bush Administration. SA

SCENIC AMERICA JOINS EARTHSHARE

Early this year Scenic America became a member of Earthshare, formerly the Environmental Federation of America. Scenic America and 12 other new organizations brought Earthshare's membership to 40, which includes many of the nation's largest environmental groups such as the National Audubon Society, Sierra Club, National Wildlife Federation and many others.

Earthshare represents its organizations in government and corporate payroll deduction workplace campaigns. Last year, Earthshare raised over six million dollars in charitable contributions for its members and looks to increase that figure in the coming year.

If your workplace charitable giving campaign includes Earthshare, please remember that payroll deductions are a painless way to defend the scenic environment by helping Scenic America throughout the year.

If your workplace charitable giving campaign does not include Earthshare, but you would like it to do so, please contact us. SA

IN MEMORY OF ALICE M. MALONE

Mr. and Mrs. Manning G. Warren III of Louisville, KY, recently made a donation to Scenic America in memory of Mrs. Wallace D. Malone (Alice M.) of Dothan, AL. The Board of Directors and staff of Scenic America gratefully acknowledge the generosity of Mr. and Mrs. Warren, and we extend to the family and friends of Mrs. Malone our deepest sympathy.

Houston *cont'd from p. 1*

crease in billboards. However, the city still has over 7,000 permitted sign faces on nearly 4,400 structures, a problem Tinsley noted.

"Our constituents have told us over and over they want to be able to see Houston's wonderful architecture and trees," Tinsley explained. "Our business community has told us that the city's visual pollution is hurting our efforts at economic development. This vote is going to go a long way toward achieving these goals."

The billboard industry, which hoped to gain a compromise that would allow most of the boards to stay up, has unsuccessfully challenged the 1980 ordinance in the courts, in the City Council, and in the state legislature during the last 12 years. The industry has vowed to fight the new provisions. Billboard industry spokesman Lee Vela said that "a suit is certainly an option." SA

U.S. REMOVES ONLY 40 BILLBOARDS IN 1991

The Federal Highway Administration (FHWA) reports that only 40 non-conforming billboards were removed along the nation's federal-aid highways in 1991 -- an all time low since passage of the Act in 1965. North Dakota accounted for all of them. In contrast, the Congressional Research Service (CRS) figures show new billboards being constructed at a prodigious rate. CRS estimates that over 47,500 billboards were erected along federal-aid highways from 1986 to 1988.

Billboard removals under the HBA peaked in 1976, but fell off dramatically in 1978 when, under intense pressure from the Outdoor Advertising Association of America (OAAA), Congress amended the HBA to require cash compensation for billboard removal. The immediate effect of the 1978 amendment was to halt the pending removal of over 38,000 billboards through local amortization ordinances. Matters were made even worse in 1983 when Congress extinguished federal highway beautification funds to the states. Coupled with the 1978 amendment, the lack of federal funds to en-

force the HBA has effectively stopped all efforts to remove billboards along federal highways.

North Dakota is one of the few states that has not yet exhausted its federal billboard removal funds. An official with the North Dakota transportation department explained that the 40 billboards removed during 1991 in that state belonged to Newman Outdoor Advertising and were largely in the "boondocks." Often, as may be the case in North Dakota, states use highway beautification funds to remove unprofitable or obsolete billboards along rarely traveled federal highways.

Of course, the HBA's most ardent proponent has always been the billboard industry. OAAA's President once remarked, "Taxpayers can only dream that every law that Congress passes works as well." This of course may change as the Bush Administration expects to remove tens of thousands of billboards next year rather than the 40 removed in 1991.

They say the sky is darkest just before dawn, perhaps a suitable metaphor for the Highway Beautification Act. SA

Bush Revives HBA

along these roads. Environmentalists have claimed that the HBA is little more than a "billboard protection act," while the billboard industry has consistently been the Act's biggest supporter.

However, billboard reforms written into the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA), signed in December by President Bush, have made available millions of dollars for billboard removal. Under ISTEA, states are now allowed to use their regularly apportioned transportation dollars, an estimated \$121 billion over the next two years, for billboard removal.

The Bush Administration, which last year proposed more sweeping reform of the 27 year old HBA, has wasted no time in calling upon states to put the funds to use and remove all billboards not in conformance with the HBA. According to Larson, "Most states could conclude

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their removal program using less than 2 percent of their" highway funds during the next two years.

Perhaps the greatest irony is the fact that for years the billboard industry has sought to protect the HBA's cash compensation requirement. However, judging from the Bush Administration's call to arms to enforce the HBA, the industry's support for cash compensation may have backfired.

In another move, the Bush Administration has instructed states that they will jeopardize transportation dollars if they do not enforce the billboard prohibition along scenic byways as mandated by ISTEA. Said Larson, "While the scope of this new control is limited to only about 25,000 miles, it complements the actions already taken by the States in determining that these routes have particular scenic importance." SA

Federal Dollars Available for Billboard Removal, Scenic Resources

Passage of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) marks the first time since 1983 that federal dollars will be available for billboard removal. Also, under the new Surface Transportation Program (STP), ISTEA will make funds available for a whole host of other conservation activities.

Under ISTEA, states are required to spend a minimum of 10% of their STP funds on "transportation enhancement activities," including billboard control and removal, scenic beautification, landscaping, acquisition of scenic easements and scenic and historic sites, scenic highway programs, and historic preservation, among others. Roughly \$3.3 billion will be available for these activities over the next six years.

The Federal Highway Administration (FHWA) has not yet provided states with guidance to implement the enhancement program other than instructing them to follow the statutory language. Environmentalists fear that state transportation departments may choose to ignore the intent of the enhancement provisions by using these funds for activities not specifically allowed under ISTEA.

Scenic America is currently helping to coordinate a coalition of environmental groups in conjunction with the Surface Transportation Policy Project (STPP) to monitor and propose guidelines for implementation of the transportation enhancement program. STPP plans to host a two day workshop on implementation of ISTEA in late March which will be attended by FHWA and state transportation officials as well as interested individuals from the public interest and environmental sector. The workshop will address what activities qualify as "enhancements," and how state and local activists can seek funds for worthy projects.

For more information on how you can get involved in your state's transportation enhancements program, contact Scenic America. SA

INDUSTRY, STATES SLOW TO MEET BILLBOARD REMOVAL DEADLINE

With President Bush's signing of the Intermodal Surface Transportation Efficiency Act of 1991, the clock began ticking towards removal of the at least 22,000 illegal billboards which still line some 300,000 miles of federal highways. The new law amends the Highway Beautification Act (HBA) by requiring owners of all illegal billboards to remove them by March 18, 1992. Anticipating that many illegal billboard owners will not comply with the deadline, the Federal Highway Administration (FHWA) has set a June 18, 1992, deadline for states to remove all illegal billboards along federal highways. According to FHWA, "Failure of a state to assure that this provision is met may trigger the withholding of highway construction funds."

Though its "Code of Ethics" vows its "support [of] the Highway Beautification Act of 1965, its active enforcement and implementation," the billboard industry has turned a deaf ear to its own pledge in removing illegal billboards. In fact, rather than supporting state efforts to meet the March 18 deadline, the industry has consistently forced states to go to court to remove illegal billboards. Fortunately, FHWA has given notice to states that "Cumbersome administrative or procedural requirements that do not provide for prompt removal of illegal signs are not consistent with the intent of this section."

Even with the strong words from FHWA, many states are nonetheless dragging their feet to remove illegal billboards. A number of states have done little more than send out notices to owners to remove illegal billboards. However as pressure to comply with the

deadline has mounted, many states are becoming more active in enforcing the deadline.

The state of Louisiana leads the nation in the number of illegal billboards with nearly 3,000 and had done nothing to remove them until coming under fire from Scenic Louisiana and a host of newspaper articles in mid-February. In response, the state transportation department has reportedly asked the Federal Highway Administration for an extension of the March 18 deadline. Lamar Advertising leads all Louisiana billboard companies with 68 illegal boards. The state of Louisiana is followed for the dubious honor of having the most illegal billboards by Indiana, Oklahoma, Pennsylvania, New Mexico and Texas, respectively.

Other states seem to have "removed" illegal billboards, if not off their highways then at least from their annual inventories of illegal billboards. Though Scenic America has official documentation of illegal billboards in Tennessee and North Carolina, these states claim to have no illegal billboards.

It appears that a few states are actively removing illegal billboards. Rhode Island is in the midst of legal proceedings to remove the last remaining illegal billboard from its federal highways. Illinois has also filed suit to remove some alleged illegal billboards.

Sally Oldham, President of Scenic America is optimistic: "I believe our work and the strong leadership of FHWA over the coming months to pressure states to remove illegal billboards will pay off." SA

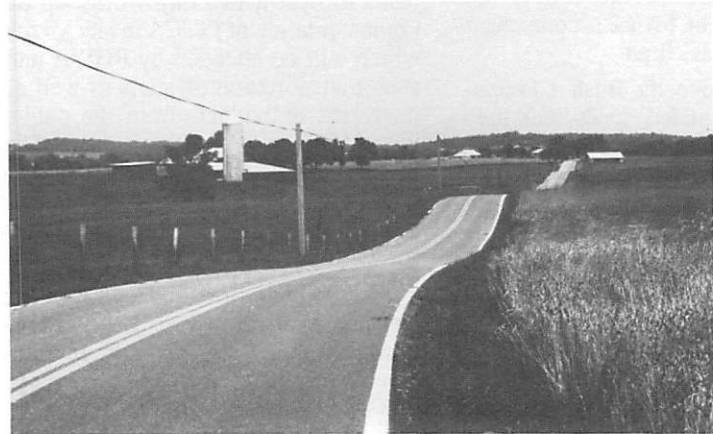
NATIONAL SCENIC BYWAYS UPDATE

Implementation of the \$80 million National Scenic Byways Program passed as a part of the Intermodal Surface Transportation Efficiency Act of 1991 is slowly beginning to take shape.

Under the new program, the Federal Highway Administration (FHWA) will by early summer establish a 17-member advisory board to recommend minimum criteria for the designation of scenic byways. The advisory board will report to Congress on its recommendations in the summer of 1993. FHWA will then begin development of regulations to implement the national system of scenic byways, using the recommendations of the committee. While creation of the national system of scenic byways will not hit full stride until 1995, \$10 million in grants for each of the next three years will soon be available to states with existing scenic byways programs.

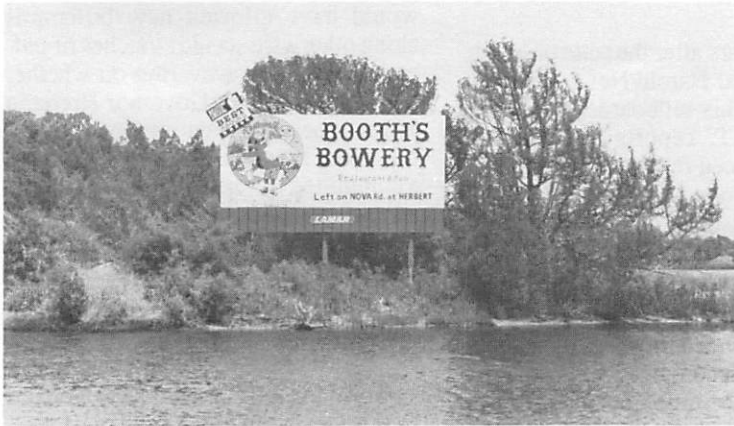
FHWA plans to publish criteria and guidance information for the interim program in late April. The criteria will closely follow the statutory language and should give direction to state transportation departments and others interested in applying for grants under the interim program. Criteria listed in the statute give preference to those grant applications which demonstrate a corridor management plan to protect scenic, historic and other important characteristics as well as a strong local commitment to the scenic highway designation. Programs which can serve as models for other states and multi-state programs will also be given preference in receiving grants.

As for billboards along scenic byways, Congress has banned new billboards along federal highways designated by states as scenic byways. Though no clear number is available yet, it is expected that this measure could ban the construction of new billboards along 25,000 miles of federal highways. Furthermore, as much as \$50 million is available under the National Scenic Byways Program for the removal of billboards along designated scenic byways. SA



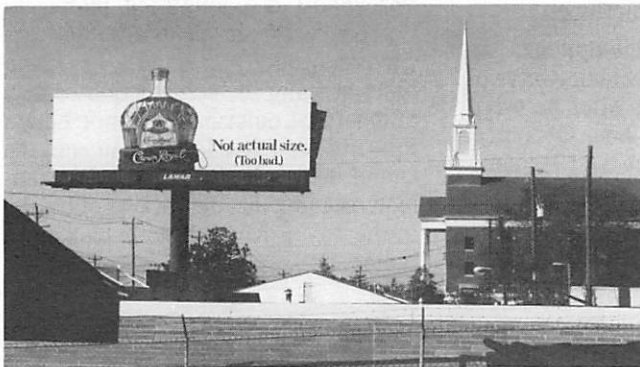
Scenic byways like this one will be prime candidates for the new national program to protect scenic roads.

Photo Contest Winners Announced!



Scenic America announces the annual photo contest winners. As always we would like to thank all of those who entered. This year's entries provide us with poignant examples of the failings of the Highway Beautification Act as well as the billboard industry's uncanny ability to place billboards in areas of scenic and historic significance. Congratulations to all this year's winners.

First prize in this year's contest is awarded to Joanne Kash's double entry of "Isle of Beauty Fare Thee Well" (above) and "Billboard with a View" (right). Kash's entry is a good example of billboards along a scenic stretch of Florida highway.



Second place is awarded to Suzy Lauter's photo with the rather long, but telling title, "We Place Our Structures so That They Visually Harmonize with Their Surroundings."

This prize goes to R. Steven Rutledge's entry "Camp Street Legacy" (right). The photo demonstrates the billboard industry's respect for the unique architecture of New Orleans.



News From Around the Nation . . .

NC Panel Rejects Amortization Ban

For some years, the North Carolina Outdoor Advertising Association (NCOAA) has been lobbying the state legislature to require cash compensation for all billboard removals. NCOAA's effort to outlaw amortization comes at a time when many cities have amortization ordinances taking effect.

After two unsuccessful attempts to ban amortization, the state legislature created a legislative study committee to resolve the issue. On March 11, the committee met for a second time and voted on Rep. Samuel Hunt's proposal to outlaw amortization. The committee promptly rejected Hunt's proposal 8-7 and then quickly voted 9-6 in favor of a resolution supported by Scenic North Carolina and the NC League of Municipalities to continue allowing the use of amortization by localities.

Said Dale McKeel, Executive Director of Scenic North Carolina, "We did not know what to expect when the committee began deliberations. But our hardwork paid off as the committee quickly killed the amortization ban."

Billboard Ban Defeated by Colorado Committee

State Rep. Pat Sullivan of Greeley, Colorado introduced a bill early in January that would have banned new billboards statewide. Although a Scenic Colorado survey indicated that 70 percent of Colorado voters supported banning new billboards or removing existing ones, the House Transportation and Energy Committee defeated the bill 9-3.

Former Governor Dick Lamm wrote in a letter supporting the bill, "Billboards contribute only a miniscule amount to our economic well-being, but they impose a high cost. They detract from Colorado's attractiveness to tourists and from the pleasant surroundings for our residents."

Heavy lobbying by the billboard industry led to the bill's defeat. Alan Cunningham, executive director and founder of Scenic Colorado, vowed "We'll be back."

After 20 Years, Newman Signs Off

Twenty years after the state of North Dakota ordered Harold Newman to remove 119 of his billboards, the North Dakota D.O.T. reports that all but twelve have been removed.

Between 1965 and 1972, Newman took advantage of the seven year grace period before North Dakota implemented the Highway Beautification Act to erect 119 billboards. His permit specifically stipulated in writing that he would not seek compensation when the state ordered the billboards removed.

When the time came for the billboards to come down, Newman reneged and begged for mercy from state courts, federal courts, the governor of North Dakota, members of Congress, the state and federal departments of transportation. In each case, he was rebuked, but the process took many years, and Newman continued to earn revenue from his illegal signs.

In 1986, Newman asked the House Public Works Committee, which under the leadership of Reps. Bud Schuster (R-Pa.) and James J. Howard (D-N.J.), passed an amendment to the highway bill that would have paid Newman to remove his signs. The amendment was later taken out of the bill by a House-Senate Conference Committee.

Having exhausted his options, Mr. Newman has removed all but twelve of his signs, twenty years after he originally agreed to remove them. Of course, Newman is suing to keep the 12 remaining billboards standing.

Bad Bill Blocked in Bluegrass

A bill which would have opened up Kentucky's rural Interstates and Primary highways to hundreds and possibly thousands of new billboards appears to have been defeated. Kentucky is one of twenty-three "bonus" states that has received bonus federal highway dollars for agreeing to ban billboard construction along rural highways.

H.B. 161, sponsored by Rep. Rex Smith, would have repealed the state's bonus status and forced Kentucky to

return millions of dollars to the federal government. Even worse, H.B. 161 would have allowed new billboards along otherwise scenic stretches of federal roads. After wavering on whether to support the bill, Governor Brereton Jones appears to have pronounced the bill dead. In its stead, Jones has formed a committee by executive order to study signage and tourism in relation to state highways. Scenic Kentucky played a prominent role in defeating H.B. 161.

Battle for I-49 Heats Up

Scenic Louisiana and state Senator Foster Campbell are at it again. Determined to protect the recently completed I-49 from turning into a billboard bonanza, Campbell and Scenic Louisiana are bearing down for what could be the final showdown to protect the now scenic I-49 by declaring it the Louisiana Parkway.

In early March, Scenic Louisiana invited Houston Councilwoman Eleanor Tinsley to host a fundraiser for the campaign to save I-49. Tinsley reminisced about her billboard battles and urged the Shreveport City Council to adopt a resolution supporting a scenic I-49.

Today, I-49 has only 60 billboards between LaFayette and Opelousas. The remaining drive from Alexandria to Shreveport is uncluttered thanks to Campbell, Scenic Louisiana, and ex-Governor Buddy Roemer's executive order abnning the construction of new billboards. Louisiana Governor Edwin Edwards has extended the ban until the end of the legislative session this summer, meaning that the backers of beauty in the bayou have all guns blazing to protect I-49.

And Elsewhere...

Tennessee Rep. has introduced the Scenic Trees Bill to prohibit tree cutting in front of billboards in that state. Meanwhile, in Knoxville, TN, a developer has received a variance for a 4,000 sq. ft. electronic billboard. The City Council's decision is being fought by Jim and Ann Harter of Scenic Tennessee. Tempe, AZ, banned new billboards on January 23. SA

Factsheet

Billboard Permit Fees

In recent years hundreds of communities have moved to ban or severely restrict billboards. Billboards, the most intrusive advertising medium, blight the landscape, compromise traffic safety, and degrade community character. Even worse, nearly forty percent of billboard revenues come from tobacco and alcohol advertising.

Many communities, however, have found that strong billboard restrictions are not enough. Efficient implementation and vigorous enforcement make legislation effective. Without these, even a well written ordinance is worth no more than the paper on which it appears.

Enforcing legislation requires money. Ironically, at a time when many states and communities are financially strapped, they are nonetheless unknowingly subsidizing the billboard industry.

Imposing annual permit fees can eliminate this problem. By ending subsidies to the industry and by covering the costs of billboard control programs, governments can preserve the scenic character of their roadways and the integrity of their programs.

Billboard Subsidies

Direct and indirect subsidies are a way of life for the billboard industry.

None would debate that billboards are a use of the public road. Even the industry admits, "The Outdoor Advertising Association members do not sell signs; they sell circulation." Circulation, measured in the number of people who see a board on a daily basis, is created solely by the public investment in the roadway. Yet billboard companies pay no road user fees and only nominal property taxes.

By charging excessively low permit fees, state and local governments further subsidize the billboard industry. Statistics from Colorado indicate that permit fees cover only 41% of the cost of the billboard control program. In Michigan the annual permit fee for billboards is five dollars. The Michigan Department of Transportation (MDOT) estimates that this absurdly low fee amounts to an

annual \$200,000 direct subsidy to the billboard industry.

Low permit fees also lead to poor enforcement. A dearth of inspectors and other personnel, brought on by underfunding, often results in a proliferation of illegal billboards. In 1988, Baltimore, for example, discovered over 1,000 illegal billboards; a 1990 survey by the *Chicago Reporter* found that one in three billboards there was illegal. These numbers are not atypical. Allowing illegal billboards to stand is simply another indirect subsidy to the billboard industry.

The Solution: Annual Permit Fees

Many state and local outdoor advertising control programs are ineffective because they are underfunded. Often, this lack of funds leads to a proliferation of illegal billboards.

An effective billboard control program deals with these issues by including an adequate annual permit fee and by requiring all billboards to display a license.

Adequate permit fees engender good enforcement. Houston, for example, annually charges billboard companies from \$90 for the smallest boards to more than \$300 for a larger board. After raising permit fees in 1980, the city hired

five inspectors, who discovered and removed many illegal billboards.

Permit fees should be based on the size of the billboard. This process is administratively straightforward and inherently fair, since billboard values are in part a function of size and since the public burden is related to the size of the board. The smallest boards should pay at least \$50 annually; larger highway boards should pay at least \$200 per year.

Assessing the fee annually serves a dual purpose. First, it enables the outdoor advertising control program to pay for itself rather than draining the public treasury. Second, annual permitting enables the DOT or local planning office to monitor billboards more closely and to prevent the proliferation of illegal billboards. Each year the DOT or planning office should inventory all billboards and remove illegal boards. All legal boards should display a license so that citizens can determine the legality of boards and aid the DOT or planning office in enforcing the sign code.

Summary

The billboard industry has thrived in part because of taxpayer subsidies. Billboard permit fees are crucial in providing the resources and personnel necessary to implement and enforce a good billboard control ordinance without draining the public treasury.



Annual Billboard permit fees as high as \$300 for larger signs like these have allowed the city of Houston to hire sign inspectors to enforce its ordinance.

Scenic America to Release Video on Economics of Sign Control

Scenic America announces the completion of its second video, "Signs, Signs....," which documents the economic and environmental benefits of community sign and billboard control. The video is designed as a tool for activists, planners, business owners and public officials to use to spread public awareness about the importance of strong sign controls.

The impetus for local efforts to control signs and billboards is most often spawned by citizen concern over the scenic environment of their communities. However, more and more, citizens are finding that some of their biggest allies for sign control are business owners and developers interested in cleaning up the scenic environment as a means to protect their investments, and to attract new business, residents, and tourists. In fact, economic arguments are often the most effective and persuasive arguments for restricting signs and billboards, and always are a topic of con-

cern for any city considering a proposal to strengthen its sign ordinance.

The video details efforts to control signs in Raleigh, North Carolina, Houston, Texas, and Holland, Michigan. These towns are excellent examples of communities who have found sign and billboard control to be a good economic policy as well as beneficial in enhancing the scenic environment.

As a special introductory offer, Scenic America is offering the video for \$15.00, 25% off the regular price. Add \$2.50 for postage and handling. This offer is good until June 1, 1992. The video will be ready for shipment on or about May 1, 1992. If you would like a copy please send \$17.50 to Scenic America, 21 Dupont Circle, NW, Washington, DC 20036. SA

Scenic America, a nonprofit 501(c)(3) organization, is the only national group devoted solely to protecting and enhancing America's scenic resources. 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 local and state and \$100 for national.

Carroll Shaddock, Chairman

Sally G. Oldham, President

Robert Bonnie, Acting Policy Director

Shawn Bryant, Staff Associate

Elizabeth Brabec, Landscape Architect, Consultant

Elizabeth Holt, Office Manager

Mary Ann Lasch, Landscape Architect, Director of Programs

Frank Vespe, Development Associate

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Scenic America has Moved!

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