

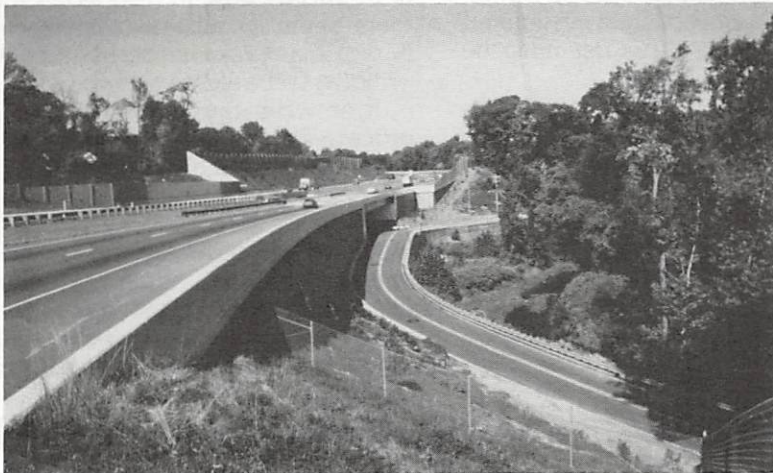


# SCENIC AMERICA

## Viewpoints

Fall, 1993 Vol.10 No. 3

### PENNSYLVANIA LEGISLATURE NAMES BLUE ROUTE SCENIC BYWAY RESCUED FROM BILLBOARD THREAT



The Blue Route (I-476) between Exits 1 and 2 in Nether Providence Turnpike, Delaware County.  
Photo: Pennsylvania Department of Transportation

This summer, Pennsylvania lawmakers unanimously passed a bill which designated Interstate 476, commonly known as the Blue Route, as a Pennsylvania scenic highway. In describing the character of the recently completed Blue Route, Pennsylvania DOT Secretary Howard Yerusolim said, "On Interstate 476, we made a special effort -- at a not-inconsiderable expense -- to design and build the highway so that it blends well with the neighborhoods it crosses while providing motorists with a modern, attractive and carefully landscaped facility."

The bill concerning the route outside Philadelphia was signed into law by Gov. Robert Casey in early July and becomes effective September 2, 1993. The law signifies a victory for local groups, including the Pennsylvania Resources Council (PRC). Pat Imperato, Executive Director of the PRC explained, "It took a concerted effort of the grassroots, the legislature, the agency, and the environmental groups to achieve this goal to keep the roadway billboard free. More than 18,000 signatures were gathered in five weeks." She cited Garden Clubs of America for bringing the issue to PRC and

continuing to support the Blue Route scenic designation.

With the designation, I-476 now comes under the coverage of amendments to the Highway Beautification Act included in the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991, which bans new billboard construction along state-designated scenic byways of the federal Interstate and primary systems.

Applications for permits that were submitted before the designation have been put on hold. Since areas more than 660 feet from the

state's right of way are not under federal controls and thus not subject to ISTEA, Scenic America urges communities along the Blue Route to enact zoning regulations to ban billboards in adjacent commercial and industrial areas to preserve the character of the scenic byway.

Secretary Yerusolim stated, "Pennsylvania is wide and full with some of the most beautiful scenery and natural attractions in North America. [Our interim scenic byway program] showcases some of this great landscape, enhances the state's travel and tourism program, and protects our natural resources for all to enjoy now and well into the future."

Scenic America and the PRC combined efforts to designate the Blue Route. "This legislation puts Pennsylvania's scenic highway designation program on a faster track -- a good secondary benefit," said Imperato. The organizations are continuing their partnership to push for a comprehensive state-wide scenic byways program that will recognize and protect many more of Pennsylvania's scenic roads. Based on Secretary Yerusolim's interest in scenic byways, Scenic America is looking to his leadership in achieving this goal. SA

### SCENIC AMERICA TO HONOR DOT SECRETARY PEÑA MARK YOUR CALENDARS FOR OCTOBER 18!

This year Scenic America will honor U.S. Secretary of Transportation Federico Peña with a National Leadership Award for his excellent efforts in support of aesthetic protection and conservation of community character in Denver. You won't want to miss the presentation of the Stafford Awards, named for former Vermont senator and scenic resource advocate Robert Stafford, to those who've won important battles to protect the scenic resources of

their town, county or state.

Join the crowd of scenic resource preservationists; our colleagues from national agencies, including FHWA, the National Park Service, and the US Forest Service; our partners from the Surface Transportation Policy Project and others as we gather at the National Press Club in Washington, DC, on the evening of October 18. It will be an event you will enjoy. Call us for more details at 202-833-4300. SA



## PRESIDENT'S MESSAGE: New Leadership: New Results?



*"The results depend on us as much as on the new team of leaders"*

The changed faces of the new Administration in Washington are becoming more familiar. Secretary Federico Peña has assembled a diverse team at the Department of Transportation. There's a new tenor of interest, access, informality. Secretary Peña's record as Mayor of Denver is strong regarding visual quality and community character conservation issues. Yet the results of these personnel changes are far from apparent and probably depend upon us as much as on the new team of leaders.

I first met Secretary Peña's Federal Highway Administrator, Rodney Slater of Arkansas, at the final session of the Department of Transportation's Scenic Byways Advisory Committee. Both Slater and his Deputy Administrator, Jane Garvey of Massachusetts, seemed impressed with the cooperative effort that seventeen member committee demonstrated in working together to agree on the broad parameters for the ultimate design of the national scenic byway program.

As we went around the table for brief comments on the outcome of the four committee work sessions, however, it was apparent that beneath the surface approach of cooperation, the range of openness to new partners in transportation planning varies tremendously.

Scenic America, along with our partners in the Surface Transportation Policy Project, has earned a place at the transportation table, but the hardest work is still ahead. While ISTEA includes policies supportive of scenic conservation, the implementation of these policies has barely begun. Each of us has a role to play in achieving the promise of a new vision of transportation decision making, planning and design.

The Federal Highway Administration (FHWA) has directed its

state division offices to collect data quarterly on removal of illegal billboards. It has requested information from each state on enforcement of the ban on billboard construction on state designated scenic byways. It has required state departments of transportation to assemble by October 1, 1993, a list of state designated scenic byways. This list must be available to the public.

Most but not all states have obligated funds to enhancements projects, funding projects in ten categories focused on scenic and other conservation interests. But as of March 1, 1993, according to a survey conducted by the Rails to Trails Conservancy, only \$187 million, less than 25% of available funds, had been committed to projects. And many states have not allowed or en-

couraged involvement of citizens and public interest organizations in their planning and review processes.

It's not too late to get involved. And don't be discouraged if you find state department of transportation officials slow to respond. Call them again. Call and write their bosses about your concerns and pet projects. Get others to do the same. Call or write the FHWA Division office in your state. Remember your individual efforts are part of a much larger effort of change. The winds are blowing in the right direction. New leadership at the top is only one part of a successful formula for genuine change to preserve and enhance scenic qualities and to create livable communities through our transportation system.

## SCENIC AMERICA BOLSTERS STAFF

Scenic America is pleased to welcome Ray Foote to the new position of Director of Development. Ray comes to Scenic America from the National Trust for Historic Preservation in Washington, DC, where he has been a staff member for six years. As the Manager of Corporate Marketing there, Ray was responsible for annual corporate giving, special project fundraising, and corporate affiliations programs. Additionally, he developed the Trust's "Historic Real Estate Program," a fundraising membership network. Born and raised in Alexandria, Louisiana, Ray received both his BA and MA in History from University of Pennsylvania. His interests outside of work include photography, playing piano and saxophone, and carpentry.

We would also like to give a hearty welcome to our Office Manager Amy Vitro. Amy became an indispensable part of the Scenic America team on March 8th. She previously managed a local organization dedicated to helping at-risk youth. She received her BA in Women's Studies from State University of New York - New Paltz. When not busy working at Scenic America, she can be found directing

and performing with a women's vocal quintet, as well as singing with a local community chorus.

Scenic America would also like to thank the spring interns, Kevin Schmidt and Christine Butler. Kevin returned to Le Moyne College, Syracuse, NY, in order to complete his undergraduate degree in Political Science. Christine, a graduate of Bowling Green State University, OH, has continued her job search here in Washington, DC.

The summer interns, Kim Moody and Russell Davis, also deserve a "Thank you" for their jobs well done while at Scenic America. Kim returns to the University of Findlay, OH to complete her major in Biology and her minor in Writing. Russell, whose father, Peter Davis, is vice-chair of Scenic North Carolina, goes back to the University of North Carolina - Chapel Hill to continue majoring in Political Science.

Finally, Scenic America bids farewell to its Director of Policy and Government Relations, Debbie Dull. Debbie is moving to their farm in Southwest Virginia with her recently retired husband. She plans to do some consulting along with farming and has promised to keep close ties with Scenic America. SA



## SCENIC AMERICA TO PREPARE CORRIDOR MANAGEMENT GUIDEBOOK



Loess Hills Scenic Byway

Scenic America is teaming up with the Federal Highway Administration to develop a technical guidebook for the preparation of corridor management plans for National Scenic Byways. The approximately 50-page manual is planned to be ready for distribution by spring of 1994.

Research of management techniques for roads and communities across the nation is already underway to identify the best current efforts to manage scenic byways. The federal agencies' management techniques are under study, for example, the design guidelines prepared by the National Park Service for their parkways and park roads and the U.S. Forest Service's vegetation and viewshed management plans. Management plans and policies developed for multi-jurisdictional roads such as Minnesota's North Shore Parkway illustrate the combined efforts of local, county and state agencies.

Experts will be consulted from the fields of scenic resource protection, land-use law, landscape architecture, community planning, tourism, historic and cultural interpretation, historic preservation, traffic engineering, and transportation planning, along with public officials from federal, state and local agencies and community organizations.

The USDOT National Scenic Byways Advisory Committee, mandated by Congress to guide the development of the National Scenic Byways Program, has recommended that a corridor management plan be prepared as part of the nomination of every National Scenic Byway and All-American Road. Although corridor management

planning is often recommended for scenic byways, no guidebooks have been developed and very few models exist. Scenic America's guidebook will be used by FHWA to aid states in their development of the required corridor management plans that will accompany all nominations for national scenic byways and all-American roads.

Corridor management plans identify strategies to create a sustainable balance for protection of the intrinsic scenic, historic, cultural, natural, recreational and archeological resources of each byway while accommodating community activities of economic development and tourism. The plan describes techniques to protect the byway from negative impact on the intrinsic resources; to promote economic development and tourism; to enhance intrinsic resources and improve byway facilities; and to guide future development in keeping with the byway's character. The plan

addresses all portions of the scenic byway corridor: the road, its right-of-way, the adjacent land areas and the viewshed. Implementation of corridor management plans are based on the support of local citizens and landowners and regulatory and review powers of local governments.

Scenic America recognizes the importance of corridor management planning to communities that want to protect their scenic byways and sustain opportunities to continue to be attractive places to live, work or visit. The role of public participation in the corridor management planning process is a vital key towards the success of the effort. The National Trust for Historic Preservation and FHWA are preparing a guide book for citizens on this topic as a companion volume to Scenic America's technical guidebook. Their project is scheduled for completion in fall of 1994. SA



Blue Ridge Parkway in North Carolina

## OUTRAGE OVER SPACE BILLBOARD GROWS

### EVEN BILLBOARD INDUSTRY PROTESTS

With pressure from Scenic America and the recently formed coalition Save Our Skies, the space billboard continues to receive anything but a warm reception. Increasing public outrage has led Senator James M. Jeffords (R-Vt.) and a bipartisan group of members of Congress to introduce legislation that would ban the launching of advertising rockets.

While the bill awaits action on Capitol Hill, the group also constructed a similar resolution for the

United Nations to adopt. Until these laws are passed, the public will continue condemning this mechanism.

Ironically, even Nancy J. Fletcher, President of OAAA, says that the space billboard "infringes on our basic right to privacy and threatens to destroy the sanctity of our skies, sunsets, sunrises and moonlit moments." If only OAAA felt that way about billboards here on earth. SA



## NEWS AROUND THE NATION . . .

### *Arizona Sign Codes Ruled Constitutional*

For years, outdoor advertising companies have tried to negate sign regulations on the basis of the First Amendment right guaranteeing the freedom of speech. After numerous failed court cases, the industry lost another one in July, when the Ninth Circuit U. S. Court of Appeals ruled the sign codes of two Arizona cities, Tucson and Mesa, did not violate the First Amendment. The two sign codes are similar in that they differentiate between onsite and offsite signs, with Mesa banning offsite signs altogether. Advertisers Whiteco Metrocom Inc. and Outdoor Systems Inc. argued that the regulations favored commercial speech over noncommercial speech and that protected speech was endangered by too much discretion being given to city officials.

The Court decided regulations restricting commercial speech must "(1) seek to implement a substantial governmental interest, (2) directly advance that interest, and (3) reach no further than necessary to accomplish the given objective." In this case, the interests substantiating the regulations were safety and aesthetics. It was ruled that the sign codes went only as far as necessary to achieve these interests. Because the sign codes were neutral in content, noncommercial speech was not restricted more than commercial speech.

### *Cuomo Vetoes "Killer Tree Bill"*

On July 29, New York Gov. Mario M. Cuomo vetoed a bill which would have allowed billboard owners to request that the state cut sign-obscuring trees. The bill, requiring all billboards to be seen for at least five seconds by passing traffic, would have resulted in the destruction of countless trees growing on public lands in front of the state's 4900 billboards. Gov. Cuomo stated the veto supported the state's policy "to protect and

promote the natural and scenic beauty of the lands along New York State's roadways."

### *Detroit Students Speak Up*

On June 3, Approximately 20 third-, fourth- and fifth-graders from Loving Elementary School, in Detroit, Michigan, asked the Detroit City Council to ban tobacco and alcohol billboards within the city. The children argued that the 35 signs around the school were a negative influence on area youths. Nine year-old Carlos Coney told the Council, "Some of the kids might die from having too much beer, seeing the ads on the billboards." Council members also heard the concerns and fears of other students on a problem that is present in urban areas around the nation. Apparently, these cries along with those of others were taken to heart by the Council on July 21, when a tougher billboard ordinance was passed. The ordinance, which requires 500 feet minimum spacing between billboards and a 500 foot setback between billboards and schools, public playgrounds and parks, is a step in the right direction. However, it could go further to restrict the content of billboards within proximity to schools, playgrounds, and parks. In fact, the OAAA Code of Advertising Practices recommends "exclusionary zones which prohibit advertisements of all products illegal for sale to minors that either intended to be read from, or within 500 feet" of schools.

### *Indiana Fights Billboards*

In January, 1993 FHWA reported Indiana had 5238 nonconforming signs and 2514 illegal signs, the fourth largest total in the nation. Realizing that the state could lose millions of dollars in federal highway funds for lack of enforcement of HBA billboard controls, the Indiana State Legislature granted more power in enforcing billboard regulations to the state DOT, effective

July 1. Under the new law, billboard owners have until the end of the year to register their signs. After that time, state officials will begin reviewing registration information and will only permit those signs that meet federal guidelines. Illegal signs will be taken down. The law, which many states enacted long ago, reveals a willingness of Indiana lawmakers to enforce sign regulations, and what state highway commissioner Fred P'Pool calls an attempt to "create a balance between nature and commerce."

### *Governor Gives Baltimore Power to Ban Ads*

In Late May, Maryland's Gov. William Donald Schaefer signed SB 808, which gives Baltimore's City Council the power to ban alcohol billboards through most of the city. This marks a victory for numerous community groups, who for more than three years have been fighting for a ban on all such outdoor advertising. While the law does give the City Council power to impose the ban, it still allows alcohol ads at Pimlico Race Course, Memorial Stadium, Oriole Park at Camden Yards, and on taxi cabs. The bill also calls for phasing out alcohol and tobacco ads on all Mass Transit Administration buses and substituting messages discouraging the use of alcohol and tobacco by young people.

### *Louisville Bans Portable Signs*

This July, the Louisville, KY Board of Aldermen voted 7-4 to ban free-standing lighted portable signs from city streets. Citing the safety of both motorists and pedestrians, the Board passed an ordinance, effective in six months, that only allows free-standing signs up to 8 square feet in area and 4 feet in height. After business hours, the signs may not be lighted or displayed. SA



## WHAT SCENICS ARE DOING . . .

### *Missouri Dumps Inadequate Bill*

Scenic Missouri and others succeeded this July in convincing Missouri Gov. Mel Carnahan to veto House Bill 485. The bill appeared promising at first, designating Route 485 near the Branson area of the Ozarks as a scenic byway and providing for additional regulation of outdoor advertising. The bill's major fault was the restriction that only 5 percent of Missouri's interstate and primary roads could be designated as scenic byways. It also would have excluded commercial areas from scenic byways designation, an issue of concern to communities wishing to benefit from scenic byway designation. Gov. Carnahan stated the "restriction unnecessarily limits our ability to protect other scenic byways in the state." In addition, the bill did not provide adequate coordination and cooperation between state and local planning officials. Scenic Missouri's president, Karl Kruse, appreciates the courage shown by Gov. Carnahan in his veto. He would, however, "encourage the Missouri DOT to appoint

additional persons to the Scenic Byways Advisory Committee who have demonstrated interest in preserving Missouri's scenic beauty."

### *Gateway To Galveston*

Scenic Texas Board Member Evangeline Whorton is working with members of the Galveston Park Board to designate I-45 from the Galveston County Line to the Gulf of Mexico as a scenic highway. Their vision is to create a scenic "gateway" into Galveston devoid of billboards and other inappropriate signage, and lined with palms, oak trees and other plantings. The traveller would be directed into Galveston via logo signs, and bike trails along the feeder roads would connect Houston to Galveston for the bicycle enthusiast to enjoy.

### *NC Downs Amortization Bills*

For the third time since 1987, the North Carolina General Assembly defeated a bill that would have prevented local governments from

phasing out billboards through amortization. The defeat will allow the significant amortization case between Naegle and the city of Durham to continue in the U.S. Fourth Circuit Court of Appeals. Scenic North Carolina Executive Director Dale McKeel and his board members worked diligently to keep amortization a viable form of just compensation in their state.

In other actions, the General Assembly banned new billboards on North Carolina scenic byways, near state parks and historic districts, and along significant portions of highways on Buncombe and Surry counties. The passage of the scenic byways bill will allow continued development of North Carolina's 1500-mile scenic byways system.

Although it almost lost \$130,000 last year running its billboard "control" program, the North Carolina Department of Transportation did not seek an increase in billboard permit fees from the General Assembly. Nor has the North Carolina DOT stepped up efforts to stop illegal tree cutting in front of billboards, despite a report showing 50 instances of illegal cutting in 1992. SA

## SCENIC RHODE ISLAND DEVELOPS VISUAL EDUCATION PROGRAM

*By David P. Leach, Executive Director*

Scenic Rhode Island has identified a need to educate our future decision makers in visual environmental issues. Today's young people need to understand the negative impact of visual pollution and develop the tools necessary to incorporate aesthetics into all decision making that affects the landscape of their communities. Accordingly, Scenic Rhode Island is sponsoring the development of a visual environmental curriculum for use in elementary schools at the fifth grade level. Currently, this program is in its early developmental stage and is expected to be ready for use in classrooms in the fall.

Our aim is to produce a user-friendly curriculum based on sound research and educational principles. We are conducting a state-wide survey of teachers to determine what

they want in an environmental curriculum. We feel very strongly that environmental education materials, produced by private organizations for use in classrooms, must reflect teacher and student concerns. Therefore, teachers will be involved in all aspects of the program's development and testing. All of the classroom materials will be developed with the guidance of a Teacher Advisory Board and will be of the highest possible quality.

The visual environmental program will be interdisciplinary, incorporating concepts from science, art and the humanities. The program will first lead students to a basic understanding of the visual environment. Next, students will be encouraged to identify and analyze their own community's visual environment. Finally, our objective is to motivate students through a

fundamental understanding to the tools by which they, as citizens and future leaders, can promote a visually healthy and aesthetically pleasing environment.

This proposed curriculum offers an important addition to traditional environmental education. Students will develop an understanding that the visual environment depends on community consensus and a balanced interaction between the demands of modern development and the landscape's natural state. By exploring the local visual environment and developing a sense of ownership of their community, students will become sensitive to the need of managing the change to their surroundings.

For more details, contact Scenic Rhode Island, 25 Bellows Street, Warwick, Rhode Island 02888, (401)941-3009. SA



## TRANSPORTATION OFFICIALS NAMED

### FOURSOME BRING STRONG ENVIRONMENTAL CREDENTIALS



Federico Peña. Photo: FHWA

#### **Secretary of Transportation - Federico F. Peña**

Federico F. Peña was nominated by President-elect Clinton on December 24, 1992, to head the United States Department of Transportation. He was confirmed by the Senate and sworn in as the 12th Secretary of Transportation on January 21, 1993. As the former Mayor of Denver, Colorado, Peña worked across jurisdictions to develop a multimodal transportation plan for the metropolitan area that would combine highways, traditional mass transit and innovations like light rail. Also, Mayor Peña strengthened Denver's billboard controls and defended the City's sign ordinance against the changes sought by the billboard industry. Prior to being elected to lead Colorado's largest city, Secretary Peña served in that state's legislature for four years. In his second term, his peers elevated him to the position of Minority Leader of the Colorado House. He was graduated from the University of Texas at Austin in 1968 and earned his law degree there in 1972.

#### **DOT General Counsel - Stephen Kaplan**

Mr. Kaplan, Attorney for the City and County of Denver from 1983 to 1990, represented the city in a variety of complex proceedings and served in then Mayor Peña's cabinet. Since leaving that office, he has been of counsel to the Denver law firm of Davis, Graham, and Stubbs. From 1973 to 1976, Mr. Kaplan

served as legislative assistant to Oklahoma Congressman James R. Jones. He was graduated from Harvard College and the Harvard Law School.



Rodney Slater. Photo: FHWA

#### **Federal Highway Administrator - Rodney Slater**

Formerly Chairman of the Arkansas State Highway Commission, Mr. Slater was the first African-American ever appointed to what is viewed as the state's most powerful commission. He also served as Deputy Campaign Manager of the Clinton/Gore campaign. Prior to his appointment to the Arkansas State

Highway Commission, Mr. Slater was an Assistant Attorney General and a senior member of then-Governor Clinton's staff. He has also been the Director of Governmental Relations at Arkansas State University and Secretary-Treasurer of the Arkansas Bar Association. Mr. Slater was a scholar-athlete at Eastern Michigan University, and he was graduated from the University of Arkansas Law School.

#### **FHWA Deputy Administrator - Jane Garvey**

Ms. Garvey was formerly the Director of Aviation at Boston's Logan International Airport. Serving as the Massachusetts Commissioner of Public Works from 1988 to 1991, she oversaw the \$5 billion Central Artery Tunnel project and developed a number of innovative public/private financing and environmental programs. Ms. Garvey was graduated from the Mount Saint Mary College in Manchester, New Hampshire. She earned a Master's degree in teaching from Mount Holyoke College, and in 1983 she attended Harvard University's Fellowship Program for Public Leaders. SA

## 3500 ATTEND STPP CONFERENCES

Shortly after enactment of the ISTEA legislation, the Surface Transportation Policy Project headed a coalition of organizations -- including Scenic America -- in co-sponsoring a series of conferences to inform their constituents about ISTEA. The eleven two-day regional conferences, titled Transportation Planning for Livable Communities, ran from December, 1992, through May, 1993, and showed how transportation has and will continue to have an impact on the shape and design of our communities.

The conferences were an unqualified success, attracting over 3500 individuals, including citizens, advocates, transportation professionals, consultants, representatives from federal, state and local agen-

cies, and state and local elected officials. They provided a great opportunity for the conference sponsors to reach out to constituents and educate them about ISTEA and its implications, helping them to understand that successful implementation of ISTEA is only possible with the active involvement of the public in the transportation decision-making process.

While the conferences were a step in the direction of ensuring long-term success in making our communities more livable, conference sponsors and attendees must continue their involvement in transportation planning and decision-making. Only this can bring about the changes, address the challenges and achieve the vision ISTEA calls upon us to work towards. SA



## FROM SCENIC AMERICA'S BOOKSHELF

### New On the Shelf!

Once again, we're rearranging Scenic America's shelves to make room for two special new additions. They mark a new step in Scenic America's ongoing battle to preserve scenic resources and promote community well-being by leading new efforts in promoting tree conservation.

Scenic America realizes that trees are a major element of every community's infrastructure, contributing to a community's appearance and environmental viability. That's why we have developed the following and provide the special introductory offer:

**Order by Nov. 15, 1993 for introductory prices: video only \$15.95, both Tree Conservation guidebook and video \$29.95. PLEASE INCLUDE \$3.00 POSTAGE AND HANDLING.**

- **Tree Conservation Ordinances: Land Use Regulations Go Green,** by Chris Duerksen \$24.00

A guidebook for planning and implementing a successful tree conservation ordinance, co-published with the American Planning Association. Targeted to citizens, local government officials and planners who want to know how to write an effective ordinance that coordinates with other municipal laws and establish steps in providing a visual assessment process for development proposals. The manual provides tips on handling the politics of enacting regulations, implementation, and working cooperatively with developers, utilities and public officials.

- **Trees Are Treasure\*** \$19.95

This videotape is a vehicle for citizens and communities to spread awareness about the importance of public policy and regulations for tree and forest protection. Stories of communities who have established their own successful tree ordinances in Prince George's

County, MD; Austin, TX; and Fairfax County, VA are featured.

\*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.

### TECHNICAL INFORMATION SERIES, *The Economics of Preserving Community Character*

by Elizabeth Brabec & Kevin Kirby

\$5.00 each or \$18.00 for the series, plus \$3.00 postage & handling. Bulk rates listed below.

This technical information series gives resource advocates, community activists, and citizens the information they need to improve citizens' quality of life while preserving their community's character. The series includes six technical bulletins that are an effective weapon in fighting for quality of life benefits of preserving and improving community appearance.

- **Trees Make Cents:**

Describes the six valuation and application methods used to calculate the dollar value of trees. It lists studies that show that people are willing to pay more for homes that are surrounded with trees and other landscaping.

- **On The Value of Open Spaces:**

Reviews several case studies which demonstrate the economic benefits of open spaces and analyzes land use methods to preserve them. Also covers a variety of mechanisms that can be used to preserve open spaces and increase property value, from zoning to non-zoning techniques.

- **The Value of Nature and Scenery:**

Covers studies on the economic contributions of natural and scenic areas, from tourism, wildlife-associated recreation, trail-use recreation and scenic byways, as well as the economic benefits to property value.

- **Wetlands NOT Wastelands:**

Presents existing economic studies concerning the use, conversion and regulation of wetlands.

Explains recent wetland conservation and mitigation actions and the strong federal role in local wetland development, as well as the value of wetland areas.

- **Aesthetics and Commercial Districts:**

Documents case studies in which communities have benefited from the economic advantages of trees and landscape, historic and cultural preservation, and signage and safety. Successful revitalization programs of declining downtown commercial districts are covered.

- **Does Preservation Pay?:**

Examines the economic benefits of historic and cultural preservation: increase in jobs, retail activities, tourism, property value and tax bases.

### PRICE RATES

\$5.00 each, or for any combination of titles, multiple copies are priced as follows: 3 for \$10.00; 4-50 bulletins, \$3.00 each; 51-100, \$2.50 each; 101-500, \$2.00 each; P&H \$3.00. 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. 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.

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## DO YOUR EARTHSHARE FOR SCENIC AMERICA

That you're reading "Viewpoints" tells us that you're a supporter of Scenic America, and we're pleased and grateful to have you on board.

You may not know, however, that Scenic America is itself a member of a vital environmental organization - Earth Share, the nation's preeminent environmental federation.

As one of 39 acclaimed environmental groups that belong to Earth Share, Scenic America receives invaluable assistance from Earth Share in attracting new adherents and broadening our base of support. With plans for ambitious growth in the coming years, Scenic America looks to Earth Share to play an important role in our fund raising efforts.

Earth Share taps a new resource for Scenic America: the workplace giving campaign. By persuading companies to expand their traditional payroll deduction charity drives to include new nonprofit

federations, Earth Share has opened a valuable door for Scenic America. In fact, one survey reveals that 95% of workplace donors to Earth Share are new contributors to the environmental cause.

Most workplace charitable campaigns take place in the fall. Pledge cards are distributed, along with promotional materials urging participation in the drive. Through Earth Share, you can target your contribution specifically for Scenic America, for a number of organizations, or directly to Earth Share for distribution among all member agencies.

Forty states, as well as over 140 corporations, now offer their employees more charitable choices. For example, Scenic America can now count on reaching Citibank's 45,000 employees, and Citibank has pledged to match their donations dollar for dollar.

Just as your support has been a vital element in Scenic America's success, your aid can help Earth

Share, too.

If your workplace has a payroll deduction drive that currently is open to only one charitable federation, urge your employer to allow Earth Share to offer the environmental alternative. If your place of employment has no workplace giving campaign, encourage your employer to start one and let Earth Share lead the way.

Please help us help Earth Share. We can make a difference in the future of our scenic environment -- if we work together.

For more information, please call us at (202) 833-4300.



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

\_\_\_ \$20 Regular Individual Membership \_\_\_ \$35 Associate Member \_\_\_ \$100 Sponsor  
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Please accept my tax-deductible contribution of \$ \_\_\_ in addition to my membership.

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