

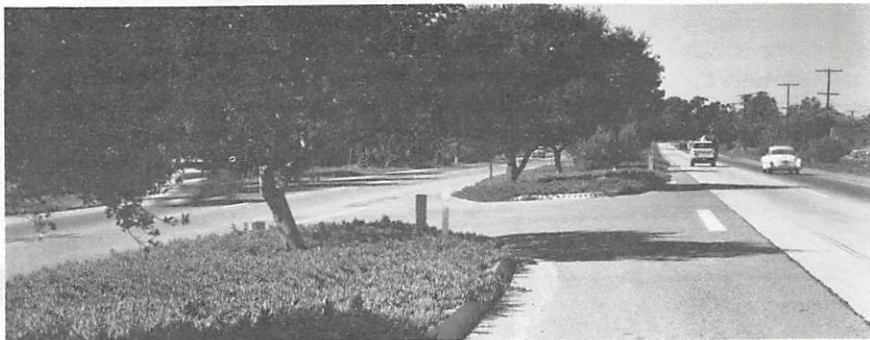


# SCENIC AMERICA

## Viewpoints

Fall, 1994 Vol.11 No. 3

### OLDHAM TESTIFIES ON ROAD DESIGN TO SENATE PANEL



Design factors - the width of lanes, whether trees are allowed in the median - have a dramatic impact on how roads fit in our communities.

On July 15, Scenic America president Sally Oldham testified before the Senate Committee on Environment and Public Works about design standards for the National Highway System -- a seemingly esoteric subject which can substantially impact the ways in which roads fit, or do not fit, into their surroundings.

Her testimony was well received by committee chair Max

Baucus (D-MT), who fought for and obtained a design process encouraging public participation and aesthetic sensitivity for Montana Route 93, a road noted for its scenic character which the DOT had planned to realign.

The Committee was considering legislation to designate the National Highway System, a 159,000 mile network of highly traveled roads which will likely serve as the focus for federal highway spending in the coming years. The legislation passed in mid-August without language on design standards.

ISTEA required Congress to designate the NHS by the end of 1995 in order to free up approximately \$6 billion of highway funds. The House of Representatives had passed its legislation to do so earlier in the summer.

Design standards govern the geometric aspects of highway design: the width of lanes, the steep-

ness of slopes, the sharpness of curves, and so forth. The most commonly used standards are named for the American Association of State Highway and Transportation Officials (AASHTO), which publishes the "Green Book," a sort of bible of highway design.

Environmentalists and community activists have maintained for many years that existing design stan-

dards, created exclusively to foster automobile and driver safety, result in roads which are often completely out of context with their surroundings. The results have in many cases damaged scenic and historic resources for debatable safety gains. In Rhode Island, for example, despite bitter local citizen and government opposition, the state DOT has sought to widen the scenic and historic Ministerial Road, which would require the removal of many trees and the substantial alteration of the road's unique character. Ironically, local residents have no complaints about the road, which they claim is both adequate for traffic volume and safe.

These standards have in some cases been misused, resulting, for example, in overly wide roads in residential areas -- roads which encourage higher speeds and can endanger pedestrians, particularly

children.

Current design standards can also be extremely expensive. Indeed, some projects have had to be abandoned because the expense required to bring existing facilities up to standards -- for example, to widen a tunnel -- is prohibitive.

Oldham's testimony focused on two significant points. First, she said that the NHS roads should not be built to a single standard, as the Interstate highway system was. While the Interstate system was designed as a network of "superhighways," the NHS will include a mixture of roads ranging from two lanes on up. Enforcing a single standard on these roads, said Oldham, would be enormously expensive and would degrade the scenic and natural environment.

Second, Oldham asked Congress to encourage the use of "place-sensitive" design standards, which foster roads that fit into, rather than degrade, the places through which they pass. To do so, she said, Congress should call for a new design process: one which includes not just highway engineers but local officials, citizens organizations, and other interests in order to foster road design which responds to aesthetic, scenic, environmental, and other concerns, as well as driver safety. SA

#### Inside...

##### President's Message

.... 2

##### National Byway Survey

.... 3

##### News Around the Nation

.... 4

##### Affiliate News

.... 5

##### SA vs. Disney

.... 6



## TRANSPORTATION POLICY CAN, MUST 'PUT PEOPLE FIRST'



Imagine finding grocery shopping, cleaning, day care and other service establishments at your transit stop, reducing the need to make additional auto trips for these services. Imagine playing an important role in decisions about how roads and transportation fa-

cilities are designed and sited because the design process requires extensive citizen input. Imagine a state DOT that routinely seeks to remove billboards along roads designated as state scenic byways, rather than listening to the billboard industry's entreaties to dedesignate sections of these roads which are bordered with commercial establishments!

All this could result from a transportation system that, as President Clinton says, puts people first. But early this year the US Department of Transportation (USDOT) circulated a pamphlet titled "Strategic Plan" which identified seven goals. Number six - number six! - is "Put People First." A few months later another paper was circulated as the initial piece in articulating goals under the Strategic Plan, "The National Transportation System, A Framework for Strategic Transportation Development."

In August USDOT released a third document, a "working paper" to discuss criteria for the new National Transportation System (NTS). This concept of an NTS, incorporating the 159,000 mile National Highway System, provides the opportunity for a dramatic shift in how the nation's transportation system serves society. USDOT has requested comments on its policy papers by late September.

### PRESIDENT'S MESSAGE

I was truly excited when I first heard about USDOT's decision to move boldly forward with a National Transportation System design. But my excitement quickly dampened when I scanned the most recent document. Its criteria for the NTS focused solely on carrying capacity or volume - not people, not choice, not on how well facilities meet people's needs.

Scenic America's comments will be straightforward. Put people first - not special interests. Put people first in terms of decisions which affect people's transportation needs and first on the list of seven goals of the strategic plan. It would be a wonderful result indeed if USDOT could refocus its efforts to provide multi-modal transportation choices to all Americans and if the nation's transportation system could become a model for aesthetic enrichment rather than the eyesore and rude encroachment that it has become in some communities.

Utopian dreams these are not, but sadly, these thoughts may stray far from the reality of what will become our National Transportation System. Powerful special interests will call for a continuation of the status quo - a call which Secretary Federico Pena, a leader sensitive to the needs of our nation's diverse populations, must resist.

As mayor of Denver, Mr. Pena repeatedly showed the ability to resist special interest pressure - a fact which garnered him the respect of his peers and other recognition, including a National Leadership Award from Scenic America.

I hope that he will once again find the means to lead DOT into the 21st century and "Put People First." SA

## SCENIC AMERICA WELCOMES NEW POLICY DIRECTOR

Scenic America is pleased to welcome David Isaacs, our new Policy Director. David, who received his J.D. from Columbia University School of Law, comes to us with much experience in environmental legal issues. Most recently, he was an associate with Beveridge & Diamond, P.C. in Washington, DC, where his work focused on federal environmental law. He has advised and represented clients in areas involving the Clean Water Act and wetlands, NEPA, the Endangered Species Act, and the Clean Air Act. He has also drafted congressional testimony and written briefs for the U.S. Supreme Court and the U.S. Court of Appeals. David brings significant knowledge and experience

with him that will greatly enhance our efforts.

We are delighted to have Emma Jane Saxe working with us again. Emma Jane is compiling the 1994 list of the 20 Most Important Scenic Byways. Emma Jane had previously implemented our materials distribution plans. Welcome back!

We were sorry to say goodbye to Laura McDavid, who worked as one of our summer interns. Laura has returned to Indiana University, where she is pursuing a Master's degree in Public Affairs with concentrations in Environmental Policy and Natural Resource Management and Comparative and International Affairs. We miss her and wish her the best in her future endeavors. 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.

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# National Byway Survey Reveals Strong Gains

Scenic America's recently completed report on scenic byways around the nation clearly demonstrates that ISTEA funding for scenic byways, coupled with the soon-to-begin National Scenic Byways Program and aggressive efforts by Scenic America, has spurred a dramatic surge in the creation of state scenic byways programs and in the protection of designated byways.

The report, funded by the Marpat Foundation, summarized the results of a questionnaire distributed to all 50 state Departments of Transportation, as well as those of the District of Columbia and Puerto Rico. All but New Mexico responded to the survey.

Scenic byways have been designated in some states for many years, but without a national designation program or funding, few states actively invested in scenic byways. The national program came into being with ISTEA in 1991, and since then 26 states have revised, created, or begun to create scenic byways programs. Twelve states indicated that they had begun scenic byways programs since ISTEA's passage. This upswing was supported by the \$30 million in federal funding invested in state byways programs in the last three years, an amount awarded competitively to 30 states.

Although a designated road can become degraded more rapidly than a non-designated road simply because of the increase in tourist traffic, the survey revealed that more states are taking steps to protect the scenic character of designated roadways.

Twenty-seven states reported that they meet or exceed Federal Highway Administration (FHWA) requirements for billboard control on scenic byways -- which means that, at a minimum, these states ban the construction of new billboards on the federal-aid Interstate and primary portions of their designated byways. Eighteen states reported that they prohibit new billboards on all state scenic byways.

Corridor management plans are prepared by byways stakeholders to identify, protect, and promote a roadway's unique scenic, historic, natural, and other resources.

Twelve states, nearly 40% of the respondents, require or recommend corridor management plans, a dramatic increase in just three years.

State and local governments will only seek byways designation when it benefits them. The most common benefits cited were the erection of special route signage, followed by special promotion on state maps and the prohibition of new billboards on scenic byways. Other frequently mentioned benefits included the availability of additional funding for byway enhancements and special promotional brochures featuring designated roadways, as well as the provision by the state of assistance for designing or implementing corridor management plans.

However, the survey responses also indicated substantial confusion among DOTs about federal requirements for scenic byways and, surprisingly, even their own actions. This confusion reflects the newness of this program and the need for technical assistance and training on a variety of issues.

As a result states reported a great need for technical assistance. The most pressing, cited by 32 of 37 respondents, was the need for information on developing corridor management plans; second, with 26 responses, was the closely related need for information on protecting scenic byways.

The movement to identify and designate scenic byways at both the state and federal levels is rapidly changing. In just two years since Scenic America's last national survey, a number of states have begun or improved their scenic byways programs. Moreover, states are requesting more frequently information on protecting their critical scenic resources -- all of which bodes well for the National Scenic Byways Program to begin October 1. SA



Protecting the scenic character of designated roadways is increasingly a focus of state scenic byways programs.

## SURVEY RESPONSES

As of December 18, 1991, did your state recognize any scenic roads?

YES 34

NO 16

Has your state begun a scenic byways program since then?

YES 12

Does your state have statewide scenic byways criteria?

YES 29

NO 7

What are the benefits of designation?

Special Route Signage 25

Promotion on state maps 22

New billboard ban 21

Additional funding 12

Does your state use corridor management plans to balance conservation and use of scenic byways' intrinsic resources?

YES 12

NO 19

Does your state prohibit new billboards on all state scenic byways?

YES 18

NO 14

Does your state prohibit new billboards only on Interstate and federal aid portions of state scenic byways?

YES 12

What type of information do you need about scenic byways?

How to develop CMPs 32

How to protect byways 26

Grassroots support 20

Signage 20

These are selected responses to the survey. Please contact Scenic America for your free copy.



## NEWS AROUND THE NATION...

### Pennsylvania

#### ***PennDOT OKs Altoona Grant***

Altoona, PA, has recently received preliminary approval for an ISTEA Enhancements grant for aesthetic improvements to the city gateway.

The \$1.4 million grant will help to transform Altoona's primary entryway corridors into appealing gateways linking regional highways and the city's shopping, industrial, and heritage areas through comprehensive and strategic planning, reduction of visual clutter, and enhanced vistas and tourist observation platforms. Removal of billboards along the entire length of 17th Street will help create a distinctive, inviting passageway. SA President Sally Oldham says, "It is our hope that other cities will follow Altoona's example and apply for ISTEA funds to improve the front doors of their communities."

The gateway project will also help make Altoona more attractive for economic development.

### North Carolina

#### ***Raleigh Ordinance Prevails, At Last***

After a ten year battle between the City of Raleigh and billboard owners, the state Supreme Court ruled in favor of the City and told the billboard owners that their signs must come down.

The ruling concerned the last billboards in violation of a city ordinance adopted in 1983 that strictly limits the size, height and location of billboards. Companies with signs not in compliance with the or-

dinance were given more than five years to amortize the value of their signs and then remove them, which most did. Several hundred billboards were removed following the amortization period, which ended in April, 1989. Some chronic resistance resulted as five billboard companies refused to comply.

The five companies are Capitol Outdoor Advertising Inc., Carolina Posters Corp., Harris Signs Inc., Hogan Outdoor of Raleigh Inc., and Whiteco Industries.

The North Carolina Supreme Court judge who heard the case ruled in favor of the city and dismissed the companies' complaint in 1991. Because of a legal technicality, the Court of Appeals asked the Supreme Court to review it again; the 1991 decision stood.

Justice Louis Meter, author of the last opinion, said the five billboard companies had an unfair advantage because they continued to lease space on these older, larger signs during the extended litigation period. Other sign companies had already complied with the ordinance and were using the smaller signs.

"In circumstances such as this," Meyer wrote, "delay often becomes the motivating factor for a lawsuit and parties in the position of these plaintiffs sometimes prefer that their litigation continue to languish in the courts."

The companies that filed this suit in state court did so only a few days before the April, 1989, deadline for the amortization process.

This victory has been a long battle for the City of Raleigh; we applaud their efforts and those of state affiliate, Scenic North Carolina.

### Massachusetts

#### ***Boston Firm Holsters Gun Ads***

Boston's largest billboard company is banning the use of some of its billboards in violence plagued neighborhoods for advertisements which glorify guns.

In a move debated by the Civil Liberties Union of Massachusetts (CLUM) and the Coalition for Family Concerns (CFC), Ackerly Communications is restricting use on 15 billboards. The CLUM sees the announcement as "paternalistic, discriminatory and naive." Jean Kilbourne, a Boston-based advertising expert, thinks the ban is narrowly-focused but could "catch fire" in other cities. She congratulates "the groundswell of citizens beginning to become media advocates and take action against advertising images...recognizing the role the cultural environment plays in our lives."

### Georgia

#### ***Trees May Fall to Improve Billboard Visibility***

The head of the Georgia DOT may change "vegetation control" rules in that state, allowing billboard owners to cut trees within 300 feet of their signs, even if the signs are non-conforming.

In a move supported by GADOT Commissioner Wayne Shackelford, private billboard companies would be allowed to alter public land. The State is considering a request by billboard owners to initiate a permanent tree-cutting program to improve visibility of these signs for passers-by. The cutting would be allowed on all roads, including interstates. The Georgia Conservancy and the Georgia Garden Club have spearheaded opposition with support from Scenic America; pleas have been made to Commissioner Shackelford and Governor Zell Miller. To voice your comments, please call or write Commissioner Shackelford at (404)-656-5206 or Georgia DOT, 2 Capitol Square, Atlanta, GA 30334. SA



Georgia's roadside trees could face a similar fate if a billboard industry sponsored proposal to allow tree-cutting is implemented by GADOT.



## From the Affiliates

# Scenic Missouri Fights Billboard Industry Onslaught

"The outdoor advertising industry in Missouri, gloating from the recent Missouri Appeals Court decision rendering St. Louis' ban on new billboard construction invalid along federal-aid highways, has launched an all-out frontal attack on the right of local communities to decide for themselves how to protect the visual character of their roads and highways," says Karl Kruse, executive director of Scenic Missouri. Missouri may be the only state that does not allow cities to prohibit billboards within their boundaries.

At least 40 permits for giant new billboards are pending in St. Louis and other cities along the I-70 corridor west to Columbia, which already is one of the most visually polluted federal-aid highways in America. Twenty-eight permits alone are pending in St. Louis. The City has denied most of them based on a temporary moratorium put in place in July to allow time for the Board of Aldermen to review the sign regulations. Robinson Outdoor, Inc. has filed a suit against the City of St. Louis and the Missouri Highways and Transportation Department.

Eight permits have been filed in Lake St. Louis, a suburban community that has a billboard ban in place.

All permits have been denied based on a revised regulations that require numerous setbacks for billboards to protect public safety. Porlier Outdoor has filed a lawsuit.

In Columbia seven permits are pending. One permit, denied to Drury Displays, has resulted in a lawsuit against the City. The Columbia City Council is currently considering code revisions that would allow some new outdoor advertising with spacing and size requirements designed to protect the scenic Highway 63 corridor, an important entryway to the City.

Lawsuits are also expected in St. Charles and St. Peters, where permits for new billboards have been denied based on new spacing provisions. Both cities previously banned or had essentially stopped new construction on billboards.

The Appeals Court ruled in October, 1993, that St. Louis' ordinance pro-

hibiting new billboards city-wide, which had been in effect since 1988, is superseded by state statute. The Missouri billboard statute declares outdoor advertising to be a "legitimate commercial use of private property adjacent to the interstate and primary highway systems."

Attempts to amend the state statute to allow cities to regulate billboards more strictly than the state failed during the 1994 session in the Missouri General Assembly. This inaction by the legislature "flies in the face of the overwhelming wishes of local communities to prohibit off-premise billboards," said Kruse. SA



A recent Missouri Appeals Court ruling could require cities like St. Louis to accept visual pollution like this billboard, blocking historic Denver train station.

## SA PROJECTS: COMING SOON TO (OR ALREADY AT) A COMMUNITY NEAR YOU

### Ohio

Scenic America, with a grant from the George Gund Foundation, has been working with individuals, organizations and municipalities in the Ohio and Erie Canal Corridor to preserve and enhance the visual quality of that corridor. A local initiative to designate the Ohio & Erie Canal Corridor (OECC) as a National Heritage Area has begun. The National Park Service in 1993 published a feasibility study ("A Route to Prosperity") documenting the canal's heritage and resources.

Through presentations to and meetings with communities, we are building an understanding of the importance of effective sign control. In addition, we reviewed thirteen sign ordinances in the OECC and completed a report titled "Visual Quality Assessment and Recom-

mendations for Sign Ordinances in the Ohio & Erie Canal Corridor."

### Pennsylvania

With the support of the Richard King Mellon, Claneil, and Laurel Foundations, Scenic America is actively working to shape the scenic byway effort in Pennsylvania. We are building a constituency throughout the state and are involved with specific state and local initiatives. Scenic America is part of the team providing expertise on scenic conservation to the Lincoln Highway State Heritage Corridor Task Force Steering Committee, on behalf of the Southwestern Pennsylvania Heritage Preservation Commission.

In Western Pennsylvania we have begun to build public support to conserve scenic resources along Routes 381 & 711 between the Na-

tional Road and the proposed Conemaugh River Greenway. We are working with the Western Pennsylvania Conservancy to identify the byway's intrinsic resources, the first step in developing a corridor management plan.

We were also pleased to attend the National Recreation Trail Dedication for the Grand Army of the Republic Highway (Route 6) in July.

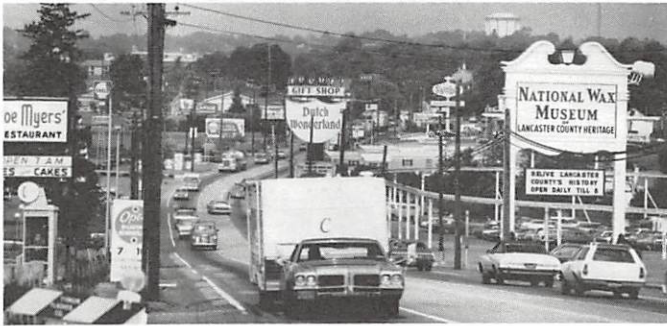
### Southeast

With funding from the Lyndhurst Foundation, Scenic America has undertaken scenic byways projects in North Carolina and Tennessee.

Scenic America is working with state affiliate Scenic North Carolina

...continued on page 7.



Activists Call to Mickey Mouse:**LOOK AWAY, DISNEYLAND**

Disney opponents fear an influx of strip development, similar to that which has degraded parts of Lancaster County, PA.

Rolling hills of green grass with horses grazing, historic Civil War battlefields, babbling brooks alongside winding country roads -- these resources exist only thirty-five miles from Washington, DC, in the picturesque Virginia Piedmont. But Walt Disney Company's proposed 3,000 acre theme park on American history, "Disney's America," threatens to destroy this pristine landscape.

Many groups, including Scenic America, oppose the construction of Disney's America in this scenic area. The growth caused by construction of the theme park cannot be handled by existing resources.

inhabited site. Suburban sprawl threatening so many of America's communities will follow Disney into this historic area. According to the Piedmont Environmental Council, sprawl development could stretch to the Blue Ridge Mountains, creating an urbanized area the size of Los Angeles.

Located in the same area as the proposed theme park are 13 historic towns, 16 Civil War battlefields, and 17 historic districts. The sprawl and commercialization caused by the development of Disney's America could obliterate the setting and context of these historic areas.

Consisting of 3,000 acres, 2,500 residences, 1,350 hotel rooms, and 2 million square feet of commercial and retail space, Disney intends to build a new city for a population of 7,000 people on this now un-

Proponents of Disney's America argue that the theme park will bring new jobs to the area improving the economy. But this region of Virginia is already at almost full employment. The theme park will attract new residents to the region increasing the need for public housing, public schools, sewage and water lines, and roads and improved transportation facilities.

Opposition has come from residents, prominent historians, environmentalists, and historic preservationists. In a letter supported by 24 other organizations including Scenic America, the National Trust for Historic Preservation warns, "Disney's America, sadly, will become yet another example of sprawl. It will stand as a super-scaled specimen of the leapfrog development that, year after year and acre after acre, erases the American countryside - sapping the vitality from existing cities and towns."

Disney's America could offer a new way to view America's history. But if built it will certainly destroy some of the "real" history that this area provides. SA

**IN VERMONT, SURVEY SAYS... KEEP OUR STATE SCENIC**

A 1994 public opinion survey conducted in Vermont shows that a majority of Vermonters favor maintaining the current balance between aesthetics and modern highway standards. The survey was conducted at a time when much of Vermont's early bridge stock has deteriorated and repair and replacement are imminent.

At issue is the impact of road improvements on Vermont's scenic beauty. In order to include public feedback during the planning phase of these road and bridge improvements, the Vermont Agency of Transportation asked the firms Wilbur Smith Associates and Macro International, Inc. to conduct a survey to ask Vermont residents about these key design issues.

The survey focused on three main areas:

- 1) Preserving Scenic Quality
- 2) Balancing Trade-Offs between Aesthetics and Design Standards

### 3) Promoting Compatible Bridge Construction and Conservation of Village Character

First, residents were asked how they felt about maintaining and preserving Vermont's aesthetic scenic resources. On a scale of 1-10, Vermonters rated preserving scenic quality 8.31.

The survey next asked Vermonters about their preference of three policies relating to scenery and road construction:

1) Policy #1: Place more emphasis on aesthetics, even if that means compromising highway standards somewhat.

2) Policy #2: Place more emphasis on highway standards, even if that means compromising the aesthetics somewhat.

3) Policy #3: Maintain the same balance as in recent years.

The majority of Vermonters, 53%, favored Policy #3: Maintaining the

current balance between the two extremes. A plurality of the remainder wanted more emphasis on aesthetic standards.

The next step in the survey was to decide what future construction should accommodate.

Many of the bridges which are part of Vermont's secondary transportation network have deteriorated to the point that there are now concerns about their safety; many will have to be replaced. Bridge replacement issues concerning aesthetics, cost, capacity, traffic flow, safety and convenience can significantly affect Vermont's scenic quality.

The survey asked Vermonters to choose one of two scenarios for future bridge construction:

Policy #1: Replace bridges with new structures which fully conform to all modern standards, or

...continued on page 7.



## AWARDS TO HONOR CONSERVATION OF SCENIC RESOURCES

Upcoming designations will recognize outstanding efforts to conserve community character and scenic resources. Scenic America will announce in mid-October our third annual list of America's 20 Most Important Scenic Byways. In May, 1995, the National Trust for Historic Preservation will present the Great American Main Street Awards.

### 20 Most Important Scenic Byways

All of us know of a nearby scenic road, where we can appreciate a community's or region's unique resources: the Natchez Trace Parkway, California's Big Sur Highway, or even Pennsylvania Avenue in Washington, DC. Each of these roads speaks to us in special ways about the places they traverse.

What many Americans don't know, however, is that every scenic road runs the risk of being degraded by billboards and other inappropriate, insensitive development. Luckily, we can protect these unique scenic resources through corridor management plans, billboard bans, and other

methods.

Each year, Scenic America names America's 20 Most Important Scenic Byways. Ten of these are Outstanding; 10 are Endangered. Our list of Outstanding Byways recognizes those roads whose outstanding scenic, natural, historic, and other resources have been preserved by effective citizen and government action. Our list of Endangered Byways are often scenic roads themselves, but roads whose scenic character is jeopardized by inappropriate development and local failure to prevent it.

Look for the list in our next newsletter. And, if you'd like a copy of the brochure that announces the list, please contact us.

### Great American Main Street Awards

The Great American Main Street Awards, sponsored by the National

Main Street Center at the National Trust, "will recognize exceptional accomplishments in revitalizing America's historic and traditional downtowns and neighborhood commercial districts." Awards of \$5,000 each will be given to the five winning communities.

If you've been involved with a downtown revitalization and want to participate in the contest, contact the Trust's Main Street Center at (202) 673-4219 for an entry form. Entries must be postmarked no later than November 15, 1994. Winners will be announced at the National Town Meeting in Little Rock, AR, on May 15, 1995. Good luck! SA



Upcoming awards will highlight scenic conservation and historic preservation.

### *SA Projects, continued*

to shape the state's scenic byways program and to assist citizens and organizations with specific projects. In Tyrell County, we are contributing technical assistance on scenic byways conservation to the Conservation Fund's eco-tourism project. Scenic America also provides technical assistance to the Yarkin\Peedee Lakes Project, a seven-county initiative to designate a scenic route, sign program and management plan for the Uwharrie lakes region. Finally, we are working encourage communities near the Blue Ridge Parkway to develop scenic conservation plans.

In Tennessee Scenic America held in late June a workshop on scenic byways examining Tennessee's program in light of opportunities presented by the National Scenic Byways Program. That workshop, attended by Tennesseans from across the state, helped us to focus our plans for working with state

cooperating organization Scenic Tennessee to foster in the Volunteer State a strong statewide scenic byways program. SA

### *Vermont Survey, continued*

Policy #2: Build bridges which, while structurally sound, are similar in design and capacity to the bridges they replace and are in keeping with community character.

The majority of Vermonters (58%), favor a bridge replacement policy which preserves village and landscape character. Younger residents were especially strong advocates of this policy.

This model survey incorporating citizen input should be replicated in other states, reinforcing the importance of marrying scenic preservation and highway design. Contrary to conventional wisdom, there is a way of planning roads and bridges which satisfies Departments of Transportation and scenic preservationists. SA

### *Need More Info? Got a Comment?*

If you'd like any of the items discussed in this newsletter - say, our report on the scenic byways questionnaire, or a copy of Sally Oldham's testimony before the Senate - please contact us. Or if you'd like to comment on the newsletter -- or have a story idea - please contact us.

We can be reached by phone at (202) 833-4300. Or write to:

Scenic America  
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Looking forward to hearing from you...



## SA, GARDEN CLUBS: DEEP ROOTS, THRIVING PARTNERSHIP

To sustain its work Scenic America counts on numerous supporters. Few, however, have been as consistently generous as members of Garden Clubs nationwide. Scenic America extends a sincere "thank you" to all our Garden Club donors and members for twelve years of unfailing support!

But what you may not realize is all the other ways that Garden Club members work closely with Scenic America. In fact, this informal alliance goes back to the very founding of our organization, then called the National Coalition to Preserve Scenic Beauty.

There are two national Garden Clubs: the Garden Club of America and the Federated Garden Clubs. Members of both have played critical roles in Scenic America's development and success.

In 1982, three committed conservationists -- each members of their local Garden Club and the Garden Club of America -- were leaders among a small group of concerned citizens who established Scenic America. These visionaries included: Marion Fuller

Brown of York, Maine; Ellie Kelly of Baltimore; and Barbara Sandford of Plainfield, NJ. Each of these remarkable individuals is still active on Scenic America's Board of Directors and in her own Garden Club. We are proud to note that our Board contains two other Garden Club members: Roberta Henderson of Glenview, Kentucky, and Winsome Dunn McIntosh of Washington, DC.

"Our experience in Garden Club had primed us to form an advocacy group to take on the billboard industry directly," says Barbara Sandford. "We knew there were people nationwide with these sentiments -- many of them our friends and colleagues -- so we formed the National Coalition."

Garden Club members have been closely involved in every facet of Scenic America's work. For example, in 1991 when we advocated a billboard ban on scenic byways during Congress' debate on ISTEA, members nationwide joined our campaign and helped ensure its success. Equally important, through letters and calls to

Congress they helped us defend this key provision against the billboard industry's attempt to repeal it last November. Individual clubs frequently join Scenic America's coalitions for conservation projects on the state and local levels, too.

Scenic America remains committed to advancing the Garden Club of America's vision of livable communities and responsible stewardship of natural resources. Through presentations to individual Clubs, providing technical assistance and materials and working with GCA's National Affairs and Legislation Committee and their Conservation Committee, Scenic America strives to be a valuable partner.

We have always valued our coalition partners whose mission complements Scenic America's. We salute our Garden Club members, supporters and fellow conservationists for their continued commitment to protecting the scenic character of our communities and countryside, and we look forward to continuing our productive partnership for years to come. 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

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

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