

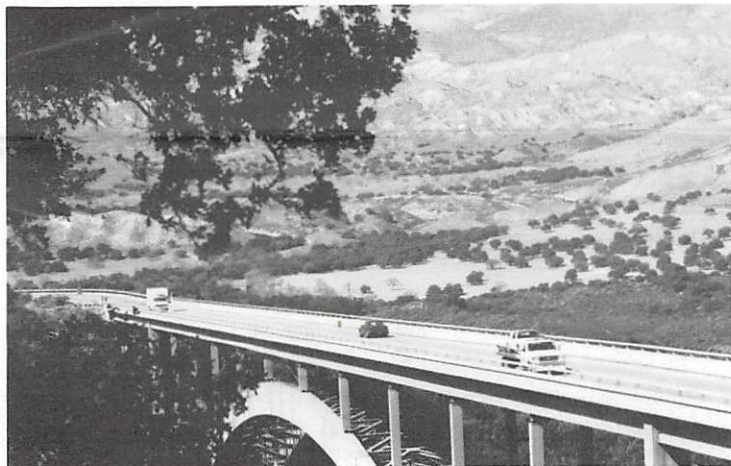


SCENIC AMERICA

Viewpoints

Winter, 1994 Vol. 11 No.4

Scenic America Announces Important Scenic Byways Ten Outstanding, Ten Endangered on List



San Marcos Highway in California

Photo: Dennis Cadd, Caltrans

On December 1, Scenic America released its third annual list of America's 20 Most Important Scenic Byways. The list, which includes the Most Outstanding and Most Endangered scenic roads, highlights a variety of roads ranging from rural to urban from states as varied as Florida, Alaska, and Washington.

The 10 Most Outstanding Scenic Byways were chosen not only because of their distinctive scenic quality but also because stakeholders -- local governments, business leaders, conservationists, and others, as well as state Departments of Transportation -- have demonstrated a commitment to identify, conserve and promote important corridor scenic, historic, natural, cultural, archaeological, and recreational resources.

The Most Endangered Scenic Byways are or could be scenic. But inappropriate development -- whether billboard blight, strip development, or a government agency's decision to "upgrade" the road without regard to intrinsic resources -- threatens to degrade the road's scenic character.

Scenic byways are the focus of a

new National Scenic Byways Program to identify, protect, and promote the most scenic roads in America. This national program, which will include National Scenic Byways and All-American Roads -- the best of the best -- kicks off with a \$42 million, three-year grant program ad-

ministered by the US Department of Transportation.

First designations to the National Scenic Byways Program are expected in mid-1995. Its criteria will likely be based on the recommendations of a 17-member Advisory Committee, which called for the program to balance conservation and economic development.

10 Most Outstanding Scenic Byways

Seward Highway, Alaska - Local governments, the state DOT, the Chugach National Forest, and the Chugach State Park have combined to coordinate strategies to preserve this spectacular road between Seward and Anchorage.

Scenic 7 Byway, Arkansas - The Scenic 7 Byway Partners have effectively built support from local businesses; tourism organizations; civic organizations; and local, state, and federal government agencies for preserving the scenic character of this road.

Coronado Trail Scenic Road, Arizona - The US Forest Service spearheads a group, including the Arizona DOT, local governments, the state recreational agency, and the White Mountain Conservation

League, which created a plan to preserve and enhance the scenic qualities of the roadway.

San Marcos Highway, California - The city and county of Santa Barbara, realizing the importance of tourism, have incorporated into their general plans billboard bans and other methods of preserving the road's scenic character.

Gold Belt Tour Back Country Byway, Colorado - The Colorado Scenic and Historic Byways Commission, the Bureau of Land Management, local business and tourism interests, and community members have developed a Recreation-Tourism Partnership Byway Plan to balance preservation of the historic, rugged character of the road and tourism development.

Venetian Causeway, Florida - Residents of the Venetian Islands between Miami and Miami Beach halted a Florida DOT proposal to raze and rebuild the causeway. Instead, DOT hired a preservation-oriented engineering firm selected by the Venetian Causeway Neighborhood Association to rehabilitate the causeway while retaining its low, open design.

Jacob's Ladder Trail, Massachusetts - The Pioneer Valley Planning Commission and the Jacob's Ladder Trail Advisory Committee have developed a comprehensive plan to preserve the road's rugged rural character.

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Road Design: Changing Conflict to Collaboration



"Spoiled brats."

That's how the senior design engineer of one state department of transportation (DOT) recently described to me the concerned citizens who are fighting a highway upgrading project in their neighborhood.

The highway is a state designated scenic byway in need of repaving. The DOT wants to widen and straighten it because, the engineer says, safety's a problem.

The citizens love the beauty of the trees and bushes along the roadway, value the sense of place provided by its meandering terrain. They want to work with the DOT to seek an alternative to changing the road's landscape and geometry so drastically.

The engineer is fed up with the citizens. He may figure time is on his side because sooner or later the road will be in such bad shape it will have to be reworked and he's got the upper hand because he signs off on the drawings and on funding the project.

These different viewpoints need to be reconciled. I believe that a series of inquiries begun this year will lead to change. I've just returned from the annual meeting of the American Association of State Highway and Transportation Officials (AASHTO). This is the group which publishes the "Green Book," which includes guidelines for road design standards for both rural and urban roads. I spoke to AASHTO's Environment Committee about the need for change in how design guidelines or standards are chosen for road projects.

My co-panelist was Jane Garvey, Deputy Administrator of the Federal Highway Administration. She described a research project just begun, "Aesthetic, Historic and Cultural Resource Considerations in Highway Design," which will seek to identify and encourage better design solutions where roads have aesthetic, historic and cultural values. It will identify barriers to promoting more sensitive design, including tort liability issues, and explore characteristics of the design waiver process (to obtain approval from FHWA to use a design standard which deviates from the

norm). The product of the study will be a companion guide to AASHTO's Green Book. This is an excellent step in the right direction and Ms. Garvey notes that it is just the first step in a series of steps needed to address how better choices can be made to preserve the character of our nation's roads and landscapes.

A second effort is the result of a Congressional request. The leadership of the Senate Environment and Public Works Committee has requested that the General Accounting Office (GAO) study the negative impact on aesthetic, scenic and historic qualities of roadways by the current system for determining road design standards. While the FHWA study presumes that the AASHTO Green Book will not change but that the present standards can be more "flexibly" applied, the GAO study provides the opportunity for considering whether a legislative change is needed to look at a different system to govern road design choices.

Scenic America believes strongly that there are two outcomes necessary from these efforts: 1) the process for making design standards decisions needs to be redesigned to formally adopt as criteria the conservation of scenic, historic and cultural resources and reflection of community values. 2)

The waiver system should be changed so that future design decisions which embrace considerations of aesthetic, scenic, historic and cultural values are considered mainstream decisions in accord with stated policy, not as deviations from a norm.

The investigators for both the research projects seek examples where good design solutions have been implemented and where design standards have caused negative impacts of aesthetic, scenic, historic and cultural characteristics of roads. If you have information on specific project examples to contribute, please call them: for the FHWA study, call Lewis Grimm, T.Y. Lin International, (703) 823-4662; for the GAO study, call Kathy Colwell, (312) 220-7655.

I hope the day is not too far in the future that the antagonism between highway engineers and community activists will change to a collaborative effort to adopt road design standards which meet transportation and safety needs along with preserving aesthetic, scenic, historic and cultural characteristics of these roads and the landscapes they traverse.

President's Message

Recent Surveys Show That Public Dislikes Billboards

Two recent surveys indicate that Americans strongly oppose billboards in their states and communities. One survey, sponsored by the New Hampshire Department of Transportation, demonstrates that New Hampshire residents oppose billboards on highways and the cutting of trees to ensure the visibility of existing billboards. In a letter to Sally Oldham, President of Scenic America, the Commissioner of NHDOT, Charles P. O'Leary, Jr., wrote that "the survey indicates there exists in New Hampshire strong opposition to bill-

board advertising on highways as well as similar feelings towards tree and brush cuttings along highways."

The June, 1994, survey, in which University of New Hampshire pollsters questioned 503 adults, found that almost two-thirds (64 percent) of citizens in the state are opposed to billboard advertising on highways, with 53 percent responding that they "strongly" oppose billboard advertising. Only 21 percent of New Hampshire residents favor billboard advertising. In addition, a majority (56 percent) re-

sponded that they support a ban of all new billboards along highways in New Hampshire. The survey has a sampling error of plus or minus 4.4 percent.

The results were even clearer with regard to tree cutting. The survey found that 80 percent of all citizens say that trees and brush on public land along highways should not be cut or trimmed to improve the visibility of billboards on private land. Only 11 percent supported this practice. Even among those who support billboard

Continued, page 7...

Most Important continued...

Old Frankfort Pike, Kentucky - The Lexington-Frankfort Scenic Corridor, Inc., a grassroots organization, has developed a plan to protect the unique character of this road, which meanders through Kentucky horse country and four small historic communities.

Route 73, New York - The Adirondack Park Agency and the state DOT have made exemplary efforts to preserve this road's character as a gateway to the High Peaks region of the Adirondacks.

Route 231, Virginia - Civic and business organizations and merchants spearheaded a drive to keep intact this road's designation as a Virginia Byway. Opponents attempted to remove the designation because they objected to ISTEA's prohibition of new billboard construction on federal-aid primary routes that are state scenic byways. Overwhelming public support for the designation convinced the county commissioners to let it stand.

10 Most Endangered Scenic Byways

U.S. 20, Illinois - The IL Department of Transportation proposes to construct a four-lane limited access highway, making U.S. 20, a rugged road passing through historic agricultural areas from E. Dubuque to Rockford, little more than a frontage road and degrading scenic landscapes.

U.S. 54, Missouri - Running from Jefferson City south to the Lake of the Ozarks region, a 60-mile corridor of US 54 presents scenic vistas of rugged Ozark hills -- vistas damaged by billboard proliferation marring scenic views of both the domed State Capitol and the lake area. Unregulated industrial and commercial

uses along the corridor have resulted in intermittent strip development.

Mission Crossing Scenic Byway, North Carolina - NC Department of Transportation has contracted to replace a 19-foot wide, timber bridge near historic Valle Crucis with an 86-foot wide concrete culvert, greatly altering the creek crossing's appearance. Community leaders concerned about adverse impacts near the north entrance to their rural historic district are asking the DOT to reconsider the design plans.

Old Stage Road, Oregon - The Jackson County Department of Public Works plans to "upgrade" the road for higher speeds, increasing the road width and eliminating curves and hills, damaging the road's scenic and historic character and adversely impacting quality of life.

Allegheny River Boulevard, Pennsylvania - Along this historic example of the City Beautiful movement of the 1920s, original stone observation turnouts have been closed to public access; historic trees and a 1932 bridge are not being maintained; billboards and inappropriate signs are not regulated.

Ministerial Road, Rhode Island - The RI Department of Transportation proposes to widen and straighten this narrow, historic road, destroying trees and vegetation. While residents urge DOT to use community-friendly design standards, the roadbed continues to deteriorate.

Interstate 45, Texas - This potentially scenic gateway to Galveston suffers from continued degradation of its visual quality. Dumping of dredge from waterway canals has resulted in landfill areas and levees which detract from the potential of this corri-

dor to provide an unspoiled view of tidal marshland -- a state of affairs that may be remedied if TXDOT funds a Scenic Texas-supported project to purchase the land along the estuary.

Routes 15 and 734, Virginia - Regionwide transportation pressures have caused these two scenic roads to become important for commuter and truck traffic. Now VDOT is widening part of Route 15



New York Route 73

Photo: Adirondack Park Agency

to four lanes, which will increase pressures on the more scenic northern section. Also, VDOT seeks to widen Route 734. In both cases, the scenic character of the roads would be badly damaged by widening.

Interstate 90, Washington - Urban growth and development pressure is spreading east from Seattle, rural towns are struggling to maintain their forest and agricultural character, and mountain communities attracting tourists want to retain their open space and high environmental quality -- all goals which can be achieved with coordinated action.

Scenic Parkway System, Tennessee - The Parkway system's roads have only minimal protections for their scenic resources, and these do not apply within any zoned areas -- about 1/3 of the state's counties -- or within the corporate limits of cities or towns. Also, Tennessee DOT refuses to enforce the federal prohibition on new billboard construction along the federal-aid portions of state-designated scenic byways. Some designated roads have become completely blighted by billboards, strip development and other problems.

For an illustrated brochure of the 20 Most Important Scenic Byways, please contact us.



Lack of maintenance and stewardship makes scenic vistas like this a rare sight on Allegheny River Blvd.

Photo: Christine Davis

Supreme Court Lets Durham Victory Stand

On October 11, the U.S. Supreme Court refused to hear a legal challenge to the 1984 Durham, NC, ordinance that bans the construction of new billboards and mandates removal of many billboards. The Court's refusal to hear the case means that billboards slated for removal years ago should finally be coming down soon. The ordinance does not affect noncommercial billboards with political, religious or charitable messages or signs along federally funded highways.

The case winds up Naegele Outdoor Advertising's 10 year-old suit, contending restriction of free speech and the "taking" of their property. Sixty-five billboards will most likely be affected; signs will not be affected on I-85, where they are protected by the Highway Beautification Act. The original ordinance gave the company six years to amortize their signs.

The circuitous legal battle began when Naegele challenged the Durham ordinance in District Court in 1987; the judge sided with the city and said the amendment's six-year amortization period allowed ample time for the company to recoup its investment. That decision was remanded in 1988 by the U.S. Court of Appeals for the Fourth Circuit which upheld the district court's free speech ruling but required the lower court to reconsider the "takings" issue. The District Court again

ruled for the City five years later, and was affirmed earlier this year by the Court of Appeals in Richmond.

Georgia

Atlanta OK's Mega-Billboards

Atlanta, which originally intended to control visual pollution for the Olympics, has changed its tune dramatically. Shortly after passing a city-wide sign ordinance, the city adopted an amendment that allows for placement of mega-billboards 90 feet by 40 feet for the Olympics. The 25 billboards



will be in place for 18 months, much longer than the actual 3-4 week duration of the Olympics. The crux of the argument for this exception is that these signs are unique to an event and should be treated differently than the billboards in the original ordinance. Ironically, some believe that this amendment is a compromise; the original version allowed 50 mega-boards.

Virginia

Gas Station Flower Power

In Vienna, VA, gas stations have made a splash with their colorful landscaping. Gas stations owners, often foes of scenic conservation, have taken pride in the appearance of their facilities and have far exceeded the Vienna town code which requires a 15 foot front yard to be 25% landscaped. Vienna's Town Beautification Commission has given seven gas stations awards for their efforts this year.

Colorado

Denver May Cave In

Fearing a potential legal battle, Denver is backing off a 1988 billboard ordinance stipulating the removal of 17 signs on one of its main thoroughfares, Speer Boulevard. A proposed amendment to the billboard law would only remove half the signs required; proponents of the compromise say that this would save money on lawsuits that could lead to spending tax dollars on legal fees. Assistant City Attorney Bob Kelley supports the proposed amendment that allows half the billboards to remain. Opponents of the amendment say that the ordinance has been adopted and the signs should come down now, as stipulated in the 6-year old ordinance.

From the Affiliates...

SCENIC MISSOURI

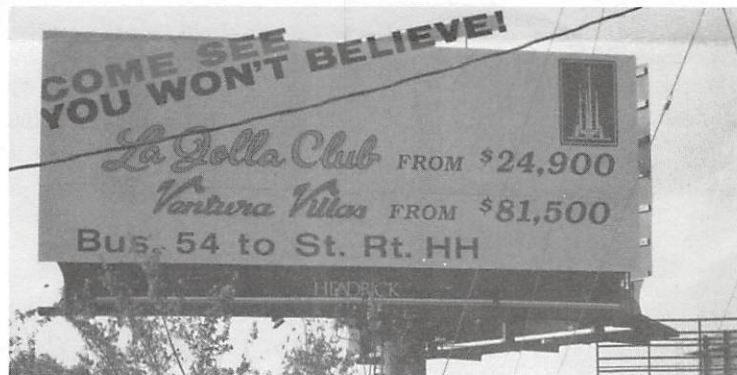
Scenic Missouri can now count the Missouri Municipal League among its supporters. Recently, the MML adopted a policy "to encourage the Missouri General Assembly to enact legislation establishing a scenic byways program where off-premise outdoor advertising... is prohibited" and to give "local municipal and county zoning authorities the right to make local decisions relative to the control or prohibition of off-premise outdoor advertising anywhere within their... boundaries."

MML's resolution was prompted by an appeals court ruling that communities may not regulate billboards along state and federal roads more strictly than the state, which makes Missouri one of the very few states with such a prohibition.

SCENIC TEXAS

Scenic Texas scored a key victory when the I-45 Scenic Marshland Estuarial Corridor overcame yet another hurdle thrown up by project opponents. Project sponsors are seeking ISTE transportation enhancements funds

to buy land on either side of I-45 and restore the wetlands to their natural state. The project, supported by Scenic Texas, received top ranking from the Houston/Galveston Area Council, the regional decision-making body for the enhancements



Soon to be a common sight? New billboards on U.S. 54 in Missouri, an Endangered Scenic Byway.

Photo: Karl Kruse

program, which puts the project in good position to receive the funding.

SCENIC LOUISIANA

Scenic Louisiana's ongoing struggle to protect I-49 from billboard blight re-

Continued, page 8

New Book Shows How Franchise Design Can Respect Community Identity

Ron Fleming, a pioneer in the "Main Street" movement and Scenic America board member, has given us another valuable tool in the fight against visual blight. His new book, *Saving Face*, is particularly pertinent to those interested in developing and protecting community character, public officials and public policy makers, designers of all types, and business owners. All will find useful information and visual affirmation that corporate franchise design can contribute to, rather than detract from, community identity.

While corporations demand design consistency to increase recognizability and architects desire freedom of self-express-

sion in their work, Mr. Fleming maintains that a community must have the right to foster and protect its distinctive character.

Focusing on fast-food and gasoline franchises, Mr. Fleming discusses how the design of these buildings can detract from

complement community character.

Mr. Fleming presents case studies of five communities which have enhanced their visual character through design review. He includes the structures of the design review boards of these communities, and throughout the book, he highlights factors that should be considered by review boards in evaluating design proposals.

Saving Face: How Corporate Franchise Design Can Respect Community Identity is published by the American Planning Association as a part of its Planning Advisory Service, and can be purchased from Scenic America. Please see our publications order form below for details.

Book Review

community character if not required to submit to design review. He argues that "good" design cannot be assessed outside the context of the community. Extensive photographs clarify his point and propose solutions to maintain corporate identity and

Materials Available from Scenic America

Videos:

Trees Are Treasure: Sustaining the Community Forest, full color, 12 minutes. 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 established their own successful tree ordinances in Prince Georges County, MD; Austin, TX; and Fairfax County, VA, are featured. Key to every community's tree conservation effort. \$19.95

Signs, Signs: The Economic and Environmental Benefits of Community Sign Control, full color, 16 minutes. An excellent tool for activists, planners, and business persons on the economic and environmental benefits of community billboard and sign control featuring beautification efforts in Houston, TX; Raleigh, NC; and Holland, MI. A must. \$19.95

The Gift of the Journey: America's Scenic Roadways, full color, 11 minutes. Features a panorama of scenic roads across America and interviews with Lady Bird Johnson and Blue Highways author William Least Heat-Moon. \$19.95

**If you wish to order videos in bulk, contact Scenic America for special rates.

Books:

Tree Conservation Ordinances: Land Use Regulations Go Green, by Chris Duerksen, American Planning Association, 107 pages, 1993. A guidebook for planning and implementing a successful tree conservation ordinance. Targeted to citizens, local government officials and planners who want to know how to write and administer an effective ordinance that establishes a visual assessment process for tree conservation issues. The only guidebook on this new topic! \$24.00

Citizens' Action Handbook on Alcohol and Tobacco Billboard Advertising, by Scenic America and The Center for Science in the Public Interest, 40 pages, 1989. Documents minority/low-income targeting of alcohol and tobacco billboards. Includes guidelines for effective public action. \$4.95

Designing Urban Corridors, by Kirk R. Bishop, American Planning Association, 38 pages, 1989. Designed to assist communities in producing aesthetically pleasing and functional patterns of roadside development. Includes a chapter on scenic roads designation and protection. \$24.00

Visual Pollution and Sign Control: A Legal Handbook on Billboard Control, by Southern Environmental Law Center, 36 pages, 1987. Shows how to prepare and pass a strong local ordinance. Discusses the Highway Beautification Act, state billboard control efforts, issues in local constitutional law. \$15.00

Quantity Total Price

Street Graphics and the Law (Revised Edition), by Daniel Mandelker and William Ewald, 207 pages, 1988. The revised edition of this award-winning classic outlines a practical and effective system for controlling sign clutter. Explains how to make on-premise signs more attractive and readable while helping advertisers communicate their message. \$32.95

Saving Face: How Corporate Franchise Design Can Respect Community Identity, by Ronald Fleming, American Planning Association, 69 pages, 1994. This new title highlights five communities whose strong design review guidelines have caused corporate franchises to respect their unique character - resulting in a better quality of life and a better business environment. \$24.00

Signs for Main Street: Guidelines, by Norman Mintz for the National Trust for Historic Preservation, 28 pages, 1987. Describes how the physical appearance of any downtown or neighborhood commercial district is critical to economic success and provides information on how the design, construction and placement of the signs will enhance "Main Street." \$10.00

Aesthetics and Land Use Controls, by Christopher Duerksen, American Planning Association, 45 pages, 1986. Looks at view protection, building design review, landscaping and tree protection and regulating signs, billboards, satellite dishes, and other forms of outdoor communications. \$20.00

Sign Regulation for Small and Midsize Communities, by E.D. Kelly and Gary Raso, American Planning Association, 42 pages, 1989. A guide detailing legal, aesthetic and other substantive issues surrounding on-premise sign and billboard regulation for small and midsize communities. \$24.00

Technical Bulletins:

These eight page bulletins document the economic benefits of preserving community character and scenic and environmental resources. Technical bulletins are \$5.00 each, any 3 for \$10.00, or any 6 for \$18.00.

"Trees Make Cents." Documents numerous case studies which demonstrate the positive influence of tree and landscape protection on property values and other economic measures. Five valuation methods discussed.

"On the Value of Open Spaces." Documents several case studies which clearly demonstrate the economic benefits of open space preservation. Also analyzes methods to preserve open space.

"The Value of Nature and Scenery." Covers the impact of scenic and natural areas on local economies by tourism, wildlife-associated recreation, river recreation, trail-use recreation and scenic byways as well as the economic impacts on property value.

"Wastelands NOT Wetlands." Promotes wetlands for their environmental and economic values. Analyzes wetland protection, construction of mitigation areas, and the flood control, drinking supply, aquifer recharge, and recreational functions of wetlands.

"Aesthetics and Commercial Districts." Analyzes the economic contributions of the aesthetic factors that create successful commercial districts: trees and landscaping, historic and cultural preservation, signage and safety.

"Does Preservation Pay?" Illustrates the many economic contributions of historic preservation activities which increase construction, jobs, retail activities, tourism, property value and tax base in communities.

Technical
Bulletin Cost

Newsletter:

"Viewpoints," 1 year subscription, free with membership. Quarterly summary of news, legal decisions, and other developments regarding scenic byways, sign control, view protection and other aesthetic regulations. Scenic America annual membership is \$20.00.

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Billboards and Byways...

ISTEA Ban Shows Mixed Results

Scenic America recently conducted a survey of all 50 states (and the District of Columbia and Puerto Rico) to determine state compliance with ISTEA's prohibition on the construction of new billboards on scenic byways that are Interstate or Federal-aid primary highways. The results of the survey are mixed.

Enforcement of the billboard prohibition on scenic byways varies widely. Twenty-five of the states surveyed have complied with the requirements of ISTEA by prohibiting the erection of new billboards on either all scenic byways or those scenic byways that are Interstate or Federal-aid primary highways. But 21 have failed to comply fully with federal requirements, while five states are in the process of developing a scenic byways program. Mississippi alone has not established a scenic byways program and has no intention to do so.

The 25 states that are in compliance with federal requirements concerning billboard control on scenic byways include the following:

*12 states (AK, AR, CA, CO, DC, HI, KY, ME, PR, RI, VT, WA) prohibit billboards on either all roads or all designated scenic byways.

*5 states (AZ, GA, MA, UT, VA) have enacted statutory or regulatory provisions prohibiting billboards on designated scenic byways that are Interstate or Federal-aid primary highways.

*8 states (CT, LA, NH, NV, NM, NY, SD, WV) do not issue permits for billboards on scenic byways that are Interstate or Federal-aid primary highways, although these states have not amended their outdoor advertising statutes or regulations.

Most other states have failed to comply with even the minimum billboard control requirements of ISTEA. The survey revealed the following:

*6 states (FL, IL, MD, MN, TN, WY) have scenic byways designations but lack the statutory or regulatory authority to control billboards on scenic byways.

*9 states (AL, DE, IA, IN, MT, OH, OK, TX, WI) claim that they do not have a scenic byways program, even though they have designated some roads as "interim" or "pilot" scenic byways, or by applying similar such designations. These states lack the statutory or regulatory authority to control billboards on Interstates and Federal-aid primary roads that are scenic byways.

*3 states (ID, MI, NC) are in violation of FHWA policy by requiring that scenic byways be designated only in areas that are not commercial or industrial, or by allowing areas to be de-designated if they are

adjacent to commercial or industrial areas, whether those areas are scenic or not.

*3 states (OR, PA, SC) prohibit billboards on some byways and permit them on others.

The remaining 5 states (KS, MO, ND, NE, NJ) are in the process of developing scenic byways programs but have not yet adopted legislative or administrative control over billboards on scenic byways.

Scenic America has provided the results of this survey to the Federal Highway Administration in an attempt to promote the success of the scenic byways program. Scenic America has urged FHWA to take the necessary action to ensure compliance by those states that are failing to enforce the billboard control requirements of ISTEA, and to monitor those states that are currently developing scenic byway programs to ensure that they establish the mechanisms to comply with federal law.



ISTEA provision seeks to prevent billboards from blighting scenic roads.

Recent Surveys continued...

advertising, two-thirds oppose having the state cut trees along highways to ensure sign visibility.

Based in part on the results of the survey, Commissioner O'Leary has expressed support for a prohibition on new billboards in New Hampshire.

The public's outrage with billboard proliferation was also demonstrated in a recent straw ballot in a small Florida com-

munity. Residents of Niceville, Florida, voted 2:1 to ban billboards in their town.

Activists can use the results of these polls to persuade legislators or highway officials of the need and support for strong billboard control measures. The media can also be contacted with the results of these surveys in order to garner additional support in the community. For example, in a rural area, the survey could ask about resident's opinions concerning scenic

views. In an urban area, residents could be asked questions about the concentration of billboards, particularly signs advertising alcohol and tobacco products, in low-income and minority neighborhoods. Similarly, the survey could ask questions to determine public opinion concerning tree cutting, if this practice is allowed in the state. Attitudes toward issues such as billboard size, spacing, and location could also be addressed in public opinion polls.

New Grants Spur Exciting Projects at Scenic America

Scenic America is undertaking exciting new projects with recent foundation funding.

The George Gund Foundation (Cleveland) has notified us of major funding to work in Ohio developing a conservation-oriented scenic byways program. Scenic America will assist Ohio communities with corridor management planning, provide advice to Ohio DOT and continue its work in the Ohio and Erie Canal Corridor on sign control and visual quality.

Scenic America was awarded a grant by the Lyndhurst Foundation (Chattanooga) to educate citizens, public interest groups and officials in Tennessee about the need for a strong scenic byways program. We will conduct six workshops across the state, provide technical assistance to activists and aid the growth of Scenic Tennessee, which will carry this work on in the future.

A Laurel Foundation (Pittsburgh) grant has enabled Scenic America, along with the Western Pennsylvania Conservancy, to document and evaluate the intrinsic resources along routes 711 and 381 in southwestern Pennsylvania. This scenic byway connects areas of natural beauty, small towns and historic sites, including Frank Lloyd Wright's "Fallingwater." Scenic America's efforts comprise an essential first step for development of a corridor management plan for routes 711 and 381.

The MARPAT Foundation (Washington, DC) recently notified us of a grant to use our "20 Most Important Scenic By-

ways" list as an educational tool. This support will enable Scenic America to provide technical information on scenic byways conservation to professionals, officials, and other national environmental organizations. This project dovetails well with our nationwide survey of scenic byways programs which the Foundation funded last year.

New funding from the Wallace Genetic Foundation (Washington, DC) for our Advocacy Education Initiative, will enable us to increase our dissemination of information and materials to people working for scenic conservation on the local and state levels. We welcome the Wallace Genetic Foundation into our group of funders.

We also appreciate operating support from the American Conservation Association (Washington, DC), Town Creek Foundation (Oxford, MD), Claneil Foundation (Plymouth Meeting, PA) and the Fanwood Foundation (Plainfield, NJ).

One of Scenic America's fundamental messages -- that scenic conservation is good for business -- is reflected by increasing support from corporations. As grants or as matching gifts, support from businesses is vital. We are particularly grateful to the Ford Motor Company Fund (Dearborn, MI), Signet Banking Corp. (Richmond), Hines Interests (Houston) and the ARCO Foundation (Los Angeles).

Scenic America expresses its sincere gratitude to all its supporters. Grants from these foundations and corporations are crucial to our mission, and we appreciate the

vote of confidence in our work that this support represents. Thank you!

Affiliates continued...

cently took a positive turn. Earlier this year following a flurry of billboard construction in Natchitoches Parish, the organization had written to the state Department of Transportation Development claiming that the signs had been illegally erected because the land on which they stand had been improperly zoned commercial. Now the DOTD has informed Scenic Louisiana that the Parish zoning ordinance is unconstitutional and that the 12 billboards erected under the ordinance are illegal and subject to removal.

SCENIC ILLINOIS

Scenic Illinois is pleased to announce that Paul Steinhauer has agreed to serve as the organization's part-time executive director. He will work to build the organization's ability to foster statewide scenic conservation. For more information write Scenic Illinois, 1013 Meadows Lane, Glenview, IL 60025.

Want a Most Important Scenic Byways Brochure? Have a question?

Call us at (202) 833-4300.
Or write to us at:

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