

SCENIC AMERICA

Viewpoints

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NHS Debate Will Affect Visual Environment

Road Design, Byways on the Table

Two issues under consideration by the Congress may have a significant impact on the quality of the visual environment.

Congress is considering legislation designating the National Highway System (NHS), a system of Interstate and other highways that will receive priority in federal highway spending over the next several years. Members of Congress are likely to raise a number of issues relating to transportation policy during the consideration of the NHS legislation, and two of these issues are of great concern to Scenic America and its members: the billboard ban on scenic byways and the design standards to be employed for the NHS.

In 1991, as part of the Intermodal Surface Transportation Efficiency Act (ISTEA), Scenic America secured a major legislative victory as Congress banned new billboards on state-designated scenic byways that are Interstate or Federal-aid primary highways. The billboard industry and its supporters in Congress have sought to repeal this provision twice in the last 18 months, but Scenic America has successfully fought to defeat such efforts. Scenic America has been informed that Bud Shuster (R-PA), the new Chairman of the House Transportation and Infrastructure Committee, will again seek to repeal this measure as part of the NHS legislation.

The other issue is design standards -- the geometric design of a road, including lane and shoulder width, clear zones, and horizontal and vertical alignment. These seemingly technical issues can have a dramatic impact on the appearance of a road and the way it affects community appearance. Scenic America, as well as other prominent environmental groups, is concerned that the NHS may result in the imposition of a uniform design standard that ignores the scenic, environmental, historic, cultural, and other resources of a community. As a result, we are seeking to ensure that the NHS legislation will not require all NHS roads to conform to a single standard of design, and that road designers

Continued, page 2...

S. 460: License to Blight

On February 22 Sen. Wendell Ford (D-KY) introduced S. 460, the Highway Advertising Equity Act. It is the single most damaging piece of billboard legislation ever proposed in Congress.

WHERE: S. 460 was referred to the Committee on Environment and Public Works. No hearings are scheduled. Proponents will likely seek to include it in legislation to designate the National Highway System.

WHAT IT DOES: S. 460 would mandate that billboard proliferation be allowed along federal-aid Interstate and primary highways - no matter what local or state governments want. S. 460 would require state and local governments to allow new billboards with only the following restrictions:

- * 1200 square feet in area;
- * 500 feet spacing;
- * unlimited height.

S. 460 would also destroy

the Bonus Act, which paid states bonus federal highway funds -- if they chose to participate -- to prohibit new billboards on Interstate highways outside of the boundaries of incorporated municipalities as those boundaries existed in 1959. In the 23 states that have participated in this program, the Bonus Act has effectively kept rural Interstates scenic.

S. 460 would override Bonus agreements and require that new billboards be allowed on these roads with only the Highway Beautification Act controls -- under which more than 15,000 new billboards are erected annually.

HOW BAD IT IS: S. 460 is an unprecedented federal power grab. It would essentially repeal billboard controls in over 35 states with stricter controls than the Highway Beautification Act and in thousands of communities nationwide.

WHAT YOU CAN DO: Read the other legislative articles in this newsletter. Then call your Senators and Representatives and encourage them to fight billboard industry-sponsored policies to blight our nation's communities and roadsides. §



S. 460 would require states and local governments to allow this type of billboard proliferation.

New Congress Presents New Challenges



Sally Oldham, President

The November, 1994, congressional elections dramatically changed the face of the Congress, and the result is greater challenges confronting Scenic America's efforts to preserve and enhance the scenic quality of America's communities and countryside.

As work on the Republican "Contract with America" proceeds, the goals of smaller government and reduced spending present new challenges to our agenda. Budget cuts are forcing a massive reorganization of the U.S. Department of Transportation and reductions in federal transportation spending, which could endanger future funding for important programs, such as the scenic byways program. In addition, the value of existing programs is being questioned -- a disconcerting but healthy process that will help scenic advocates to frame their arguments about the importance of protecting this nation's visual environment.

Congress is currently considering legislation designating the National Highway System (NHS), a system of Interstate and other highways that will receive priority in federal highway spending over the next several years (see related article). Bud Shuster (R-PA), the new Chairman of the House Transportation and Infrastructure Committee and a longtime ally of the billboard industry, will again seek to repeal this measure, which was an important victory for Scenic America when it was passed in 1991. There will be an uphill battle to retain the current ban. Although Mr. Shuster, Chairman of the House committee, is in a powerful position to push other members to vote in favor of billboard proliferation along scenic byways, the strong support of the nation's environmental and other public interest organizations will be a key factor.

We are working hard to educate lawmakers about the need to retain the current billboard ban on scenic byways. We are meeting with members of Congress and their staff and providing them with information on the scenic byways program. We will also educate the Senate, where the Environment and Public Works Committee is chaired by Senator John Chafee (R-RI), a strong supporter of billboard control and, more broadly, the concept of a federal transportation investment that contributes to community appearance and livability.

The continuation of the scenic byways billboard ban certainly fits within the idea of community-sensitive transportation

decision making -- and, perhaps more important, it clearly responds to a legitimate federal interest. The federal investment in our highway system, while generating significant positive economic impacts, has degraded the appearance of many communities. The federal government has a strong interest in protecting this investment and preserving roads that have scenic or other important resources. In addition, the states themselves designate as scenic byways the roads that are worthy of recognition and protection, so there is a great degree of state control over where the billboard ban will take effect in a particular state. Finally, the current billboard ban is a limited measure, because it applies only to those federal highways designated by the states as scenic byways, which comprises about 7% of the entire federal system and a mere fraction -- less than 1% -- of all roads.

Despite the merits of these arguments, we cannot prevail in this fight alone. We need your help. In countless meetings on Capitol Hill, we hear that members of Congress need to hear from their constituents. Accordingly, it is imperative

for all citizens who want to protect scenic byways from billboard blight to contact their congressmen. We urge you to write your Senator or Representative at the following addresses:

The Honorable (name)
U.S. House of Representatives
Washington, D.C. 20515

The Honorable (name)
U.S. Senate
Washington, D.C. 20510

Alternatively, call the local district office of your Senator or member of Congress, and inform him or her of your views. You can also reach the Washington, DC, offices of members of Congress by calling the Capitol switchboard at (202) 224-3121.

Tell your elected officials in Washington that the time has come to stop the degradation of scenic resources. Let them know that billboards degrade the views on ordinary roads, and they are particularly inappropriate on scenic byways. Urge them to reject any attempts to weaken existing federal billboard controls on scenic byways or elsewhere; in the Senate, urge them to reject S. 460 (see pg. 1).

With your help, we can defeat the billboard industry and their allies in Congress. §

NHS Continued...

have the flexibility and incentive to take into account a community's character and resources in new construction and repairs of NHS roads.

Scenic America is meeting with the members and staff of this committee and educating them about the scenic byways

program, the nature of the billboard problem in America, and the need to retain the existing ban on new billboards on scenic byways. We have begun similar meetings with the Senators and staff of the Senate Environment and Public Works Committee. A large and diverse group of national environmental, conservation, preservation,

planning, local government, and other public interest organizations, who are interested in these issues are joining Scenic America in these efforts.

For additional information on what you can do to assist in either of these efforts, please refer to the President's column. §

Scenic America's Byways Initiative Earns National Recognition

Scenic America's National Scenic Byways Initiative has been named an environmental success story and selected to appear in Renew America's Environmental Success Index. The Index contains information about outstanding environmental programs from around the country providing replicable examples of effective environmental solutions. It is used by government agencies, community organizations, businesses, environmentalists, and others to learn how to implement similar programs in their communities.

More than 1,600 programs were reviewed for these 24 environmental categories. Ken Brown, Renew America's Executive Director, said, "These environmental programs represent the very best in the nation. Each of these programs has been verified by references at the local and state level, ensuring that each of our programs has attained a remarkable degree of success in environmental achievement." Renew America, located in Washington, DC, coordinates a network of community groups, environmental organizations, businesses, governmental leaders, and civic activists involved in environmental improvement.

The National Scenic Byways Initiative fosters the development of state and national scenic byways programs. Scenic byways both encourage the protection of scenic, historic, and natural resources and form a basis for economic development through tourism while contributing to the



Through the National Scenic Byways Initiative, Scenic America works to protect scenic roads like this one.

quality of life of residents.

Scenic America has already begun working in several states around the country including Connecticut, North Carolina, Ohio, Pennsylvania and Tennessee. We are also working on the federal level to ensure that the National Scenic Byways Program, now in its initial stages, has strong conservation measures. Sally Oldham, Scenic America President, served as one of 11 citizen members of the Scenic Byways Advisory Panel which recommended designation criteria and policies for the national program.

Through the Initiative, Scenic America has built strong networks of sup-

port for scenic byways conservation. We have educated activists, businesses, public interest organizations, environmental organizations, and others on the environmental and economic benefits of scenic byways, focusing on the specific types of resources which need conservation and the threats facing them.

One of the hallmarks of the National Scenic Byways Initiative has been bringing the benefits of a strong conservation-oriented state scenic byways program to the attention of local or county-wide organizations and officials and encouraging them to support such a program. §

New Alternatives Showing Billboards the Door

Logo signs and TODS (Tourist-Oriented Directional Signs) are proven alternatives to billboards used in many states to di-

rect motorists to services and tourist attractions. However, developing technologies can enable businesses to disseminate more traveler information and are even less intrusive.

Logo signs and TODS display essential traveler information, cost roadside businesses less to advertise on than billboards, and are much less obtrusive.

Now, under contract to FHWA,

Farradyne Systems, Inc. (FSI), the largest transportation consulting firm in the U.S., is developing communication alternatives that provide information for travelers using scenic byways.

Billboards are not an especially effective advertising tool because they reach many who are not likely consumers of the advertised product, they are intrusive, and they alienate some potential consumers. FSI is developing a pilot program that tests the recreational uses of "intelligent transportation systems." Presently, existing technologies for the home, the roadside, the car, and welcome centers, are being tested.



Newer technologies, as well as logo signs and TODS, provide advertisers with effective non-polluting alternatives to billboards.

Continued, page 6...

Rogue Billboard Company Sets Sights on Montana

Frontier Outdoor Advertising has been busy in recent months, sabotaging two bills advocated by Montana scenic resource advocates -- one of which had previously gained billboard industry support.

The first of these bills, S.B. 181, will put into statute a series of changes in state billboard controls proposed by Governor Marc Racicot's Task Force on Outdoor Advertising Control. The task force, which included representatives from scenic conservation and environmental groups, as well as several Montana billboard company representatives, had issued in mid-December their consensus proposals for improving the state's regulations. Their bill seeks to tighten regulations, as Montana is facing a sudden proliferation of billboards. One key change will limit new billboards to one side of the road in unzoned commercial/industrial areas; but Frontier has sought changes that would continue to allow billboards on both sides of the road. Ironically, Frontier, which did not participate on the Task Force, is an out-of-state company; those in-state companies on the Task Force had agreed to the one-side limit.

During the last half of the legislative session The Citizens Coalition For A Scenic Montana will work on reinstating the original consensus language to S.B. 181.

Sen. Jeffrey Weldon, original sponsor of S.B. 181, also sponsored S.B. 182 which gives local governments options to determine their own community's character through local outdoor advertising control. While this legislation seems straightforward and commonsensical, it has also become tied up in billboard industry political machinations. Frontier's advocates in the legislature attached an amendment that mandates that cities and counties pay just compensation based on standards set by the billboard industry. In other words, localities must pay for future earnings, sign materials and installation costs, as well as for the remaining value of the land lease. A sign using an industry method could likely set the taxpayer back \$17,500 compared to the roughly \$3000 the state could pay. That's a 483% increase. Amazingly, the legislation would also prohibit the government agencies removing billboards from having recourse to the courts if they felt the amount was unfair.

In Montana, as in other states, scenic resource advocates are making real progress; but here, too, the billboard lobby uses its political savvy to thwart the will of the people.

North Carolina *Court Stops Scenic Byway Bridge Replacement*

A North Carolina judge ordered the state to stop bridge-replacement work on Mission Crossing, named by Scenic America as one of the ten most endangered scenic byways, and to conduct a new study of the project's environmental impacts and to hold a public hearing in the town of Valle Crucis following completion of the study.



The state wants to replace the 19-foot wide timber bridge with an 86-foot wide concrete culvert, which would diminish the width and depth of Baird Creek. Engineers also want to straighten a 600-foot section of NC 194, which would entail gouging a mountainside. Initially, the state had planned to install a 40-foot culvert; however, state DOT engineers made changes to the plan without telling federal officials. Judge Robert H. Lacey, calling DOT's actions "arbitrary and capricious," has also ordered the NC DOT to conduct a new study of the project's effect on the environment.

The bridge is part of a historic district and local opponents say that replacing it will rob the countryside of its rural appeal, harm local business, and lower property values by as much as 25%.

While no one argues that safety must always be a paramount concern in road design, state DOTs must do more to work collaboratively with communities and concerned citizens; roads can still be safe while preserving scenic, historic, natural, and other resources that we cherish.

Florida *Jumbo Billboards Loom Over Neighborhoods Near I-95*

Fort Lauderdale residents living near I-95 are outraged because billboards as tall as 90 feet tower over their backyards like giant weeds. Community members wonder why city officials failed to think about them before settling with National Advertising Company, a division of 3M.

In 1974 the City Commission approved a ban on billboards. In 1988, 3M challenged the city's ordinance, calling it unconstitutional because 3M felt it discriminated against commercial free speech. In 1993 the District Court ordered the city to permit 3M's signs. As part of the settlement, 3M was allowed to maintain 23 signs in commercial and industrial zones along I-95.

At 90 feet high, these billboards, built to be seen from the interstate, can also be seen from within homes near I-95. After residents complained to 3M for neglecting to take their neighborhood into account, 3M promised to look into moving five signs if they can find a new location. Needless to say, they're still looking.

Pennsylvania *Philadelphia to Evict Steamy Illegal Billboard*

The erotic Jordache billboard above Vine St. Expressway won't be breaking any more laws now that the city has finally ordered its removal. The city's Licensing and Inspections agency has known since 1990 that the billboard is illegal but has not taken action until now.

In 1985 L&I issued Steen Outdoor Advertising a permit for an on-premise sign at the Vine Expressway location. In 1989 Steen was denied a permit to erect a billboard there. Nonetheless, Steen replaced the on-premise sign with a billboard.

Additionally, although the risqué Jordache billboard predates a 1991 ordinance which prohibits new billboards within 500 feet of schools, churches and playgrounds, the Catholic school down the block wants it removed because it's so sexually explicit and suggestive. §

Scenic America's Affiliate Program: Moving Full Speed Ahead

Scenic North Carolina

Scenic North Carolina, in conjunction with the Regional Appearance Committee of the Triangle J Council of Governments; the Wake Forest Tree Board; and the North Carolina Department of Environment, Health, and Natural Resources, Division of Forest Resources will host the fifth annual Community Appearance Workshop on March 31 in Wake Forest, NC.

The workshop, entitled "The Economics of Aesthetics," will examine the ways in which citizens, planners, architects, and others can make their communities more attractive and more livable, as well as the economic benefits of doing so.

Well-known author and planner Randall Arendt will provide the keynote address, "Designing Better Places to Live, Work, and Shop." He will discuss issues facing growing communities, including managing rural development and preserving open spaces.

Other sessions will address urban forestry issues, the impact of transportation enhancements on communities, economic issues, and legislative issues in the North Carolina Assembly.

Scenic Missouri

Two legislative issues currently fill Scenic Missouri's plate. Giving local communities the right to enact billboard restrictions more stringent than the state's regulations and protecting the state's scenic roads are the focus of the organization's legislative efforts this year.

A Missouri appeals court ruling several months ago prohibited communities from regulating billboards on state and federal roads more strictly than does the state. Scenic Missouri is pushing bills that would grant communities the right to determine how they will look; working with representatives from many organizations, including the Missouri Municipal League, the group has also discussed with the Missouri Outdoor Advertising Association possible compromise solutions.

Scenic Missouri is also pushing state legislators to create a meaningful state scenic byways program.

Scenic Texas

With the support of Scenic Texas, Fort Worth and San Antonio recently acted to curb visual blight.

The Fort Worth City Council voted to extend its eight-month old moratorium on new billboard construction to allow the Scenic Preservation Commission time to designate scenic corridors where billboards will be banned. Although a permanent moratorium was defeated, the City Council directed the

Commission to propose regulations to remove billboards in designated scenic corridors. Scenic Fort Worth, a local chapter of Scenic Texas, has been instrumental in building support for the billboard ban.

In San Antonio, public outcry over a weak proposed on-premise sign ordinance led the City Council to



Scenic North Carolina has been working with local activists to preserve the character of this road near Valle Crucis (see page 4). Photo: Steve Loflin.

tighten the sign ordinance. The new ordinance, the city's first to control on-premise signs, controls the height and size of signs, with signs on local streets limited to 15 feet tall and 75 square feet in area.

Affiliate Handbook

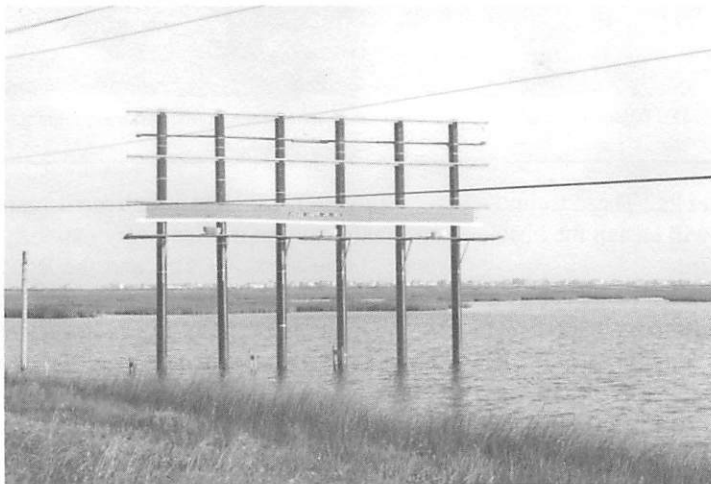
Scenic America is pleased to announce the completion of our new Affiliate Development Handbook.

The handbook, authored by Scenic America Director of Affiliate Development and Scenic Missouri Executive Director Karl Kruse, is a reference guide to building a state level "scenic" organization. It covers a variety of issues, ranging from building a board of directors to developing a funding base.

It also addresses issues such as organizational bylaws and articles of incorporation. With a number of attachments providing other useful information and examples, this handbook should prove an invaluable tool for state and local activists.

According to Kruse, "The Affiliate Development Handbook is designed as both an overview of the process of starting and managing a state-level visual conservation organization and as a tool to answer some of the most frequently asked questions managers have."

For more information, contact Frank Vespe at Scenic America. §



Several Texas communities, with the help of Scenic Texas, are fighting visual and environmental pollution like this billboard in a wetland near Galveston.

Scenic America's Projects Generating State, Local Benefits



Route 6 between Kane and Port Allegheny, PA.

In Pennsylvania...

Interest for scenic byways is growing throughout Pennsylvania. Scenic America participated in scenic resource workshops for and contributed guidance to the Lincoln Highway Management Action Team and Advisory Committee. The Pennsylvania Department of Transportation (PennDOT) continues to explore a statewide program based on the National Scenic Byway Program and has contracted with four local development districts to prepare the initial phases of a corridor management plan along the Grand Army of the Republic Highway (Route 6) as a pilot project for the statewide program. This east/west route crosses the northern tier of the state. Scenic America presented the Corridor Management Plan concept to the professional organizations preparing the initial components of PennDOT's pilot project. It includes undertaking an intrinsic resource inventory and creating a "vision" for the byway corridor that may lead them to apply for Federal FY 1996 funds. As part of their effort, we will facilitate four community workshops scheduled this spring.

Scenic America has completed an ini-

tial intrinsic resource inventory along Routes 711/381 in southwestern Pennsylvania, which pass Frank Lloyd Wright's Fallingwater, historic Ligonier Town Center and the Youghiogheny River, a wild and scenic river. We continue to strengthen partner-

ships with local, regional and state private and public organizations. Our first public information meeting along the byway corridor on March 1st was sponsored by the Southwestern Pennsylvania Regional Development Council and supported by The Center for Rural Pennsylvania, Pennsylvania Department of Transportation and the Southwestern Pennsylvania Heritage Preservation Commission. We expect to use this corridor management planning process as a national model to educate professionals and community groups nationwide about scenic byways.

In Tennessee...

Scenic America, with continuing funding from the Lyndhurst Foundation in Chattanooga, looks forward to a busy and successful year in the Volunteer State.

In the coming year, Scenic America

will cosponsor with state cooperating organization Scenic Tennessee a series of workshops on "Tennessee's Diminishing Scenic Heritage: Why should we care? What can we do about it?"

These workshops will examine challenges that face scenic advocates and the state's visual environment, including billboard proliferation, strip development, and other types of development incompatible with the state's scenic character. In addition, the workshops will review methods of conserving the state's scenic vistas and attractive communities and complementary efforts going on around the state.

Scenic America named all the roads in Tennessee's Scenic Parkway system as among the Most Endangered Scenic Byways for 1995 (see Winter 1994 issue of Viewpoints). That designation garnered substantial media interest from papers from Sevier County in the east to Memphis in the west. Editorials in the Mountain Press, Chattanooga Times, and elsewhere called for state legislative action to combat the degradation of the state's most scenic roads.

Please contact us if you would like to get involved. §



This billboard provides an apt description of Tennessee's Scenic Parkway program.

Alternatives Continued...

FSI's ideal solution is an integrated approach that includes both high and low tech options and treats the corridor as a single entity. Motorists entering a corridor could pick up a portable device with which to access static information points. The device could be returned at the other end of the corridor. Travelers could also enter personalized "smart cards" into kiosks and receive information customized to their in-

terests and spending habits. These technological developments will hasten the obsolescence of the billboard.

One new product gives travelers a scaled-down version of these technologies today. The \$70 Road Whiz Ultra is a calculator-sized, electronic device that supplies travelers with city-to-city directions and interstate services, such as available restaurants, motels, gas stations, shopping areas, camp sites, hospitals and rest areas.

Targeted, efficiently delivered marketing information is what every merchant wants. Logo signs, TODS, and the Road Whiz Ultra are providing the first steps in moving roadside business advertising away from intrusive and frequently ineffective billboards and towards more effective, environmentally friendly media. FSI's work can represent an important next step.

From Scenic America's Bookshelf...

Economics of Community Appearance Package Available

Our Technical Information Series offers community activists, citizens, and policy makers the information they need to reap economic benefits while preserving their community's character. The series includes six technical bulletins that are an effective tool in fighting for the quality of life benefits of preserving and improving community appearance.

The series is available for \$18.00, or order the bulletins individually for \$5.00 each or any 3 for \$10.00. Please add \$3.50 shipping and handling to any order.

"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.

"Wetlands NOT Wastelands." 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.

Please send me the following:

Title	# Requested
Trees Make Cents	_____
On the Value of Open Spaces	_____
The Value of Nature & Scenery	_____
Wetlands NOT Wastelands	_____
Aesthetics & Commercial Dist.	_____
Does Preservation Pay?	_____

Please ship materials to:

Name _____

Organization _____

Address _____

City _____

State _____ Zip _____

Phone _____

Send check or purchase order to Scenic America, 21 Dupont Circle, NW, Washington, DC 20036.
Fax (202) 833-4304.

Scenic America Staff Comings and Goings

Scenic America's staff is pleased to welcome Kaija Jones as our new intern. Kaija is a 1994 graduate of the University of Washington in Seattle where she received her B.A. in Creative Writing. Kaija is assisting Frank Vespe in organizing workshops in Tennessee and building a network of advocates for the Tennessee Scenic Byways program. Kaija is also an invaluable help to our Scenic Program Manager Carol Truppi as she researches the current status of legislation for scenic byways programs nationwide and as she reviews corridor management plans for our research on the use of such plans across the nation.

We were sorry to say good-bye to Duncan Stuart, who worked as an intern for us this past summer and fall. Duncan is pursuing his Master's degree in community planning at the University of Virginia. We miss Duncan's Alabama drawl, and we wish Duncan the best of luck in his pursuits. §

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.

Christopher J. Duerksen, Chairman
Sally G. Oldham, President
Ray A. Foote, Director of Development
David G. Isaacs, Director of Policy
Wendy L. Jones, Office Manager
Jennifer Ryan, Development Assistant
Carol Truppi, Scenic Program Manager
Frank A. Vespe, Director of Communications, Editor

Kaija Jones, Staff Associate
Scenic America Viewpoints is a publication of Scenic America and is available free to its members.

All photos: Scenic America unless credited.
You can call us at (202) 833-4300.

FHWA to Hold Regional Scenic Byways Meetings

The Federal Highway Administration has announced it will hold six regional meetings about the National Scenic Byways Program. They will highlight a variety of key issues useful to local activists, professionals in related fields, and state department of transportation personnel:

- National Scenic Byways Program policy, criteria and grant process;
- The economic benefits of scenic byways;
- Corridor management planning, including how to do so and featuring representatives of byways that have done so;

These two-day meetings will be held in Columbia, SC (April 28-29); Portland, OR (May 4-5); Denver, CO (May 19-20); New Orleans, LA (June 2-3); Albany, NY (June 9-10); and Rochester, MN (June 22-23).

For more information, contact Mary Ann McNamara at the Federal Highway Administration at (202) 366-1929. §

Your Membership in Scenic America: It's about more than money

How did you find Scenic America? Maybe it was a friend who told you about us. Perhaps you read about our work in the paper or heard about us at a conference. Possibly you sought us out to help as your community began to lose its character through visual blight. For all the things that lead people to Scenic America, there are just as many places membership can lead once you've joined.

Karl Kruse, for example, learned about us from a newsletter. Six years ago, he joined Scenic America, became an increasingly effective activist for sign control issues in his hometown of Columbia, MO, joined Scenic America's Board and eventually became its Chairman. Last year, Karl left his University position to work full time for Scenic Missouri (which he had established several years earlier) and to direct our state affiliate program.

While membership may not be leading you to change careers, it is keeping you

current on scenic conservation activities nationwide. Even more, it's tying you into a broad network of citizens, officials and professionals who care, as you do, about the character of our communities and countryside.

We've always had a remarkably involved membership -- in fact, a dynamic

New Developments

membership. Consider that you and your fellow members turn to us for advice, publications and, sometimes, just encouragement to keep up the fight. Similarly, we turn to our members to encourage them to speak out publicly on behalf of America's scenic resources. Whether it's contacting representatives, signing on to one of our petitions or endorsing a Scenic America project, this partnership greatly enhances our effectiveness.

When you stop to think about it, it's not such a mystery that Scenic America members feel so strongly about our mission. There's no other organization in America dedicated to the work we do. And the consequences are tremendous.

We pledge to you that we'll work diligently to represent your concerns regarding billboards, scenic byways, highway design and other issues.

We ask two things in return. First, please keep your membership current. Second, strongly encourage someone else to join—a family member, friend or colleague—a representative of an organization or agency. An easy way to do this is to pass along this issue of Viewpoints and call attention to the membership application below. With every new member, Scenic America becomes a stronger advocate protecting our nation's scenic heritage.

Finally, Thank You! §

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

Citizen Membership: ☐ \$20 ☐ \$35 ☐ \$50 ☐ \$100 ☐ Other \$_____

Organizational Membership: ☐ \$50 Local or State Organization ☐ \$100 Regional or National Organization

Name _____ Tel. _____

Organization _____

Address _____

City _____ State _____ Zip _____

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