



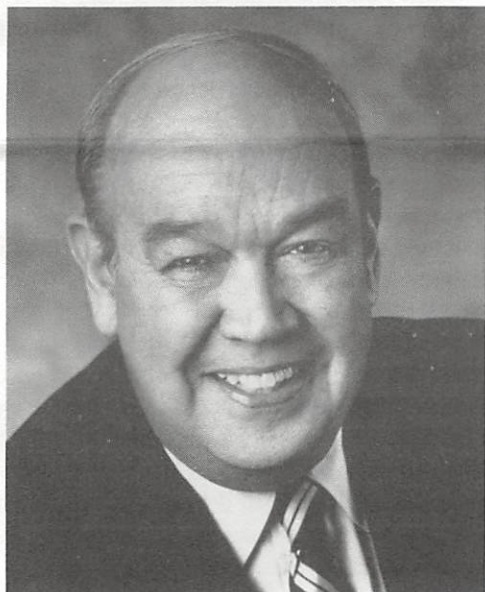
SCENIC AMERICA

Viewpoints

Summer, 1995 Vol. 12 No. 2

CHARLES KURALT TO SPEAK AT SCENIC AMERICA 1995 BANQUET

Author Heat-Moon, Important Byways, Stafford Awards Featured



Charles Kuralt, one of America's best known and most admired journalists, will address Scenic America's 1995 Gala to share his vision of and hopes for a scenic America. At the Gala, to be held October 30 in Washington, DC, Kuralt will be introduced by William Least Heat-Moon, noted author of *Blue Highways* and *PrairieErth* and a member of Scenic America's Board of Directors.

Hailed by Time magazine as the "laureate of the common man," Kuralt explored and celebrated small-town and back-road America for much of his 37-year career at CBS News. His widely regarded "On the Road" series -- broadcast weekly from wherever his battered motor home took him -- gave millions of Americans a deeper appreciation for the scenic places and daily rituals not yet overtaken by suburban sprawl and massive Interstate highways. From 1979 to 1994, Kuralt hosted CBS's "Sunday Morning."

Americans also know Charles Kuralt as a successful author. He has published six books including his memoir, *A Life on the Road*, the best selling non-fiction book of 1990. He is currently spending his first year of retirement visiting a dozen favorite American places for his seventh book, *The Perfect Year*, which will be published this fall.

Kuralt will discuss his lifelong interest in and travels through America's small towns, farmsteads, and unspoiled countryside, pointing out what meaning these places have held for him and why they remain important to our national character today. As an astute observer of people and places, Kuralt will share his understanding of the relationship between the two, including his views on why Americans treasure, but often disregard, their fragile scenic heritage.

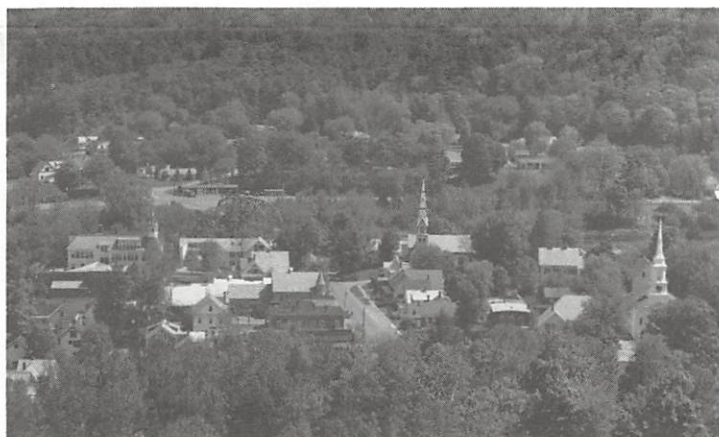
Despite a varied 37 year career, Kuralt's journalistic legacy will be his colorful, respectful stories of ordinary people living along the byways Kuralt wandered with his camera crew.

The 1995 Gala at the National Press Club will include presentation of Scenic America's annual Stafford Awards. Named for former U.S. Senator

1995 Gala Facts

- ➔October 30, 1995
- ➔National Press Club, Washington, DC
- ➔Reception at 6:00pm, Dinner at 7:00pm
- ➔Keynote Speaker: Charles Kuralt
- ➔Other Features: Introduction of Kuralt by author William Least Heat-Moon; Presentation of Stafford Awards; Unveiling of Ten Most Important Scenic Byways.
- ➔Tickets: \$750 for table of 8; \$65 for individual tickets.

Robert Stafford of Vermont who advocated strongly for preservation of America's scenic roads and places, the awards recognize individuals whose commitment to protecting the visual environment is exemplary. Scenic America will also announce at the Gala its 1996 list of America's ten Most Important Scenic Byways. For information on or reservations for the 1995 Gala, please call Scenic America at (202)833-4300. §



Charles Kuralt will speak about the importance of preserving places like South Royalton, VT.

Underzealous Regulators Threaten Integrity of Byways Program



Here's a tale that's very much out of fashion. It's a tale of underzealous regulators doing the behest of a tiny, powerful lobby.

A critical billboard reform - the federal provision in the Highway Beautification Act that prohibits new billboards on the federal-aid Interstate and primary portions of state-designated scenic byways - is at risk. Ironically,

it's at risk not only from the industry's paid lobbyists in Washington but also from a federal bureaucracy that has thus far turned a blind eye to blatant violations of the law.

In 1991 in the Intermodal Surface Transportation Efficiency Act (ISTEA), Congress formed the first-ever National Scenic Byways Program to recognize, preserve, and promote the most scenic roads in the nation. As part of this, Congress prohibited new billboard construction on those roads the states had designated as scenic byways that are also federal-aid Interstate and primary highways - that is, those roads already required to conform to the Highway Beautification Act (HBA).

Scenic conservation advocates cheered this first positive reform of the HBA since its 1965 passage. A narrowly targeted provision, the law still held the promise of at least preserving some of the most scenic areas in the nation.

The billboard industry, predictably, attempted twice to convince Congress to overturn the law. Twice they failed.

But a new challenge has arisen, one testing the will of the Federal Highway Administration (FHWA). FHWA policy states that the states are free to designate roads as they see fit. Roads, furthermore, need not be continuous but can be segmented if truly "unscenic" portions are interspersed with the scenic sections. However, says FHWA, such segmentation must be "reasonable" and cannot be undertaken simply to circumvent the federal law.

In practical terms, FHWA's policy means that if, for example, there is a blighted industrial area along a designated scenic byway, the state may exclude that portion of the road from designation. However, a state may not simply exclude all zoned industrial areas regardless of their appearance.

From the traveler's perspective, the defining characteristic of a scenic byway is continuity. The wholesale exemption of certain areas - for example, commercial and industrial areas - would result in a hodgepodge of protected, scenic areas and increasingly blighted ones. Roads with extended or frequent "non-scenic" sections will not, in the traveler's mind, constitute truly scenic roads. An ideal policy would prohibit segmentation in order to foster more fully the traveler experience, but the FHWA policy at least places the burden of proof on the "segmenter."

So far, so good. But some states, at the behest of the billboard barons, have laws or may pass laws that exempt all industrial and commercial areas from designation as scenic. Such a law places the state clearly in violation of the HBA, with a penalty of the possible loss of 10% of the state's federal highway funds.

Louisiana has been one of the leading recipients of federal Interim Scenic Byways grants, with about \$1.5 million in awards

in FY 1995. The state legislature is considering a law that would retroactively exempt all commercial and industrial areas from designation. If it passes, we would have the spectacle of a state which has benefitted handsomely from federal scenic byways funds clearly violating federal billboard control law.

FHWA's response: a memo saying that, while the proposed state law as written would violate the federal policy, the state could write a law that would clearly violate the spirit and intent of the federal law without FHWA's considering it a violation.

Here's how: the state law could allow certain portions of the road to be exempted - not all commercial and industrial areas, but any areas without intrinsic qualities the project leaders want. Worse, the state could have official scenic byway signs continue through the undesignated portions and could, on official maps, mark those undesignated portions as being designated.

For all anyone can tell, the road is a scenic byway. But in a legalistic sense, parts of it are not. As a result, billboards could be constructed in these areas, degrading the traveller's experience and the context of the byway.

Somehow, FHWA has lost its way. Its job here is to set clear, enforceable guidelines to implement Congressionally-approved pieces of legislation and then to ensure these are followed. It is not to find ways to ignore, evade, or subvert that legislation. Nor is it to ensure that the billboard lobby approves.

Make no mistake: the federalism debate which rages today is irrelevant here. This is a clear case of a state trying to enjoy the benefits of federal highway funds while ignoring its responsibilities.

The federal billboard restrictions are a minimal requirement that ensures some protection of the public investment. Each time a state blatantly violates the HBA, it directly challenges FHWA's willingness to protect that investment. And each time FHWA blinks, the need for other states to obey the law decreases.

It's time for FHWA to answer the bell and enforce the billboard control laws that Congress passes. §

President's Message



If the billboard industry gets its way, segmented scenic byways will look like this.

Jacksonville Agreement will Ax 1000 Billboards

In what will be one of the largest cleanups of visual pollution undertaken by any American city, over 1000 billboards in Jacksonville, FL, will finally come down, thanks to an agreement finalized by the city, a local grassroots organization, and the Naegele Outdoor Advertising Company in May. Naegele, which owns approximately 1400 billboards in the city will remove 165 by the end of 1995.

A total of 711 Naegele billboards will be permanently removed from the city by 2015, along with more than 325 billboards from other companies. The vast majority of the removals will occur over the next three years.

Nearly 800 billboards are required to be removed by the end of 1998. What's more, the 41 billboards removed in 1994 have already made an impact on the city's visual quality.

Within the next 18 months, however, the aggregate total of removed billboards will rise from 41 billboards to more than 490.

In addition, all billboards in Jacksonville's historic districts will be removed, though Naegele will move some of these and ones from residential areas to commercial and industrial areas of the city. These relocated billboards must meet the city's spacing requirements.

Mayor Ed Austin declared the settlement to be "...the most significant step by any U.S. city...with regard to cleaning up the visual landscape in the past 25 years" according to a Jacksonville newspaper.

But the road to this great victory for the city and its people has been a long and arduous struggle. In 1987, local lawyer Bill Brinton co-founded Capsigns, an organization with a single goal--to ban billboards. Capsigns sponsored an initiative that called for prohibiting new offsite billboards and removing existing ones by 1992. Eight years ago, the citizens of Jacksonville voted 60-40 for this amendment to the City Charter.

In 1991, Naegele sued, claiming that the amendment's amortization provisions

took the company's property without compensation. Other billboard companies soon followed with similar suits.

For the past four years, Capsigns and the City fought Naegele's efforts to evade compliance with the Charter. Naegele spent about \$1 million in legal fees in the process but in the end settled out of court. In the meantime, other companies with billboards in Jacksonville agreed to remove them in settlements comparable to the one eventually reached with Naegele.

According to Mayor Austin, groups like Capsigns and other neighborhood organizations played an important role in the city's efforts to enhance its image and will continue to help improve its quality of life.

For Brinton, the victory is especially sweet, and he hopes the settlement will prove that the effort paid off. In a Jacksonville newspaper he said, "It's one thing to get something on the ballot. It's one thing to get it passed. But it's another to get it implemented." §

Design Reforms Highlight Senate National Highway System Bill

On May 10, the Senate Committee on Environment and Public Works voted 15-1 to send S. 440, a bill to designate the National Highway System, to the full Senate. The legislation includes language intended to make road design standards more responsive to scenic, aesthetic, environmental, historic preservation, and other community concerns - a significant victory for scenic conservationists.

The design standards language represents a consensus among Scenic America, the American Association of State Highway and Transportation Officials (AASHTO), state Departments of Transportation, and other Surface Transportation Policy Project members. It requires that design standards for roads in the National Highway System (NHS) "take into account... the constructed and natural environment of the area; the environmental, scenic, aesthetic, historic, community, and preservation impacts of the activity; and, as appropriate, access for other modes of transportation," as well as traffic service and safety.

While including such concerns may seem commonsensical, this provision in fact is a significant step forward because



Changes in highway design will require that scenic, aesthetic, environmental and other factors be considered.

these concerns have frequently been ignored. Activists nationwide complain that state Departments of Transportation and county road authorities often undertake road and bridge expansion projects without considering how these changes may impact the natural and built environment. The result: roads that destroy the character of the roadway corridor.

If the provisions work as intended, they will help to give non-road building interests a say in the building and maintenance

of the roads that have such a critical impact on the shape of our communities.

The legislation also includes language which would streamline the transportation enhancements program, making it easier for projects to move from conception to completion.

The legislation now moves to the Senate floor, although it is not as yet scheduled to be debated. There has been no companion legislation introduced in the House. §

Coalition Building is Key to Fighting Billboard Industry

Montana

Citizens Groups Score Key Victory

On April 21 Montana Gov. Marc Racicot signed into law S.B. 181, which greatly improves the state's Outdoor Advertising Control Act. In recent years, huge billboards have begun to dominate Montana's scenic roads and block Big Sky vistas.

The new legislation reduces the maximum size of billboards from 1,200 square feet to 672 square feet and limits the height of billboards to 30 feet. In addition, it tightens controls in unzoned commercial and industrial areas, limiting the number of billboards allowable to two and requiring that they be on the same side of the road as the business that qualifies the area for billboards. Previously, the state allowed as many as six billboards to be erected on both sides of the road in unzoned commercial and industrial areas. The new law also requires the state Dept. Of Transportation to assess billboard permit fees to cover their costs in administering the outdoor advertising program.

Last August, Citizens for a Better Flathead Scenic Preservation Group, Save America's Visual Environment, and Citizens for Scenic Lake County joined forces and met with Governor Marc Racicot to express their concern about the invasion of monster billboards in Montana.

In response, the Governor appointed a Task Force made up of billboard industry representatives, scenic conservation and environmental advocates, sign users, govern-

ment personnel, and citizens at large who came up with proposals to change the state's outdoor advertising controls. These changes eventually became S.B. 181, sponsored by Senator Jeffrey Weldon (D-Arlee).

Citizens' Coalition for a Scenic Montana is the umbrella organization of the three citizen groups. While the new law is not ideal, it is an important step forward for billboard control advocates.

Joining together to form coalitions proves to be a successful mechanism to in-



fluence the political climate and create change. The inspiration and power gained by networking with other citizen groups resulted in the passing of positive billboard control legislation in Montana.

Virginia

Greene County Fights Billboard Invasion

Like garish, two-faced creatures from a horror story, five 700 square-foot billboards sprouted almost overnight this May

in the scenic town of Ruckersville, Greene County, Virginia. This rural area, home of Thomas Jefferson's Monticello and the University of Virginia, had been virtually untouched by such blatant advertisements. Not surprisingly, the newcomers along Rt. 29 were far from welcome.

The billboards obstruct views of the Blue Ridge Mountains, and their presence may set a precedent for even more advertising along the Rt. 29 corridor in Ruckersville. Residents and local businesses, who believe the area's natural beauty attracts tourists and enhances their quality of life, fear the billboards will have a negative impact on residential and commercial property values.

Within days of their appearance, the Greene County Chamber of Commerce, representing 114 businesses, drafted a resolution that supports the immediate removal of the billboards and discourages local businesses from purchasing advertising space on them. The resolution notes that the area's charm and natural beauty are central to tourism and economic development and continues, "The magnitude of visual distraction degrades the peaceful and rural character of Greene County for tourists, residents and members of the business community alike."

Most state laws governing billboards are a minimum and counties are allowed to impose stricter regulations. Greene County's ordinances, approved by the board of supervisors in 1988, address business and industrial signs, but leave room for interpretation regarding billboards. The County Attorney maintains that he did not believe the county could make stricter laws regarding billboards than ones set out by VDOT for routes like Rt. 29, a federal aid primary highway. But VDOT has long maintained that local governments may impose stricter billboard controls than the state.

Consequently, Martin Media erected the billboards in accordance with VDOT's minimum specifications after receiving permission from the County in October 1994 and from VDOT in November.

Community activists and businesses are planning to prohibit further billboard construction and are seeking removal of the existing billboards. §



As the sign says, billboards in unzoned areas were driving Montanans crazy until the passage of S.B. 181.



Special Alert

National Scenic Byways Program Guidance: It's Our Turn Now!

July 17, 1995 - That's the last day to get your comments into FHWA regarding their scenic byways guidance in the Federal Register. Your input can have a real effect.

Created by the Intermodal Surface Transportation Efficiency Act (ISTEA), the National Scenic Byway program is the first ever national program to identify, protect, and promote the most scenic roads in America.

The proposed policies grew out of the discussions of the ISTEA-originated Scenic Byways Advisory Committee, a 17-member panel which included Scenic America president Sally Oldham and other non-government and government agency representatives with interest in the program. The resultant guidance seeks to balance the conservation of important resources with their use.

National Scenic Byway Designation Benefits

The funding available for scenic byways has had a tremendously positive impact on scenic byways efforts around the nation. The increase in concern in and enthusiasm for these programs and the improvements in conservation spurred by the funding represent a significant step forward.

National Funding

Over the past three years, the Federal Highway Administration awarded over \$45 million in discretionary funds for scenic byway activities. This year the agency awarded a total of \$15.6 million to 21 states, the District of Columbia, and Puerto Rico.

Upgraded State Programs

A number of states have seized this funding opportunity to upgrade their state scenic roads programs or to create new ones. The federal funding has sparked:

- New corridor management plans for special routes;
- The development of interpretive programs to give travelers a sense of where they are; and
- Construction or rehabilitation projects, including trails and scenic overlooks.

Model Efforts

Florida, New York, Ohio, Pennsylvania, and Massachusetts are among the states that have undertaken key projects with Interim Scenic Byways funding. Others include:

Oregon, which is developing an improved state scenic roads program and is working closely with California and Washington to prepare a corridor management plan

- Increased marketing and promotion of the road;
- Identification on state highway maps; and
- Additional funding opportunities.

Economic Benefits

An increasing number of studies show real economic benefits to identifying, protecting, and promoting scenic byways.



The National Scenic Byways Program could provide a gateway to a new era of scenic conservation...

to conserve the access to and views of the Pacific Coastline along US Route 101.

Washington, which has comprehensively evaluated and updated their system of Scenic and Recreational Highways to address resource stewardship, route designation, and tourism benefits; and

Connecticut, which has engaged a consulting team, including Scenic America, to develop corridor management plans for several roads already designated as scenic byways and to advise the state on improving their program.

Other benefits to National Scenic Byway designation include:

- Increased tourism opportunities;
- Conservation of key scenic and other resources;
- Technical assistance to community activists on preserving and promoting the road and roadway corridor;
- Enhanced quality of life for residents;

For example:

- The New Hampshire Department of Transportation calculated that designating the 35-mile Kancamagus Highway a scenic byway would generate \$1.2 million in traveler-related spending.
- The U. S. Travel Data Center looked at the economic impacts of 1600 miles of designated scenic roads all over the country. Their study found that travelers spent almost \$48 million while traveling these roads and generating 920 jobs and \$9 million in payroll income.

National Scenic Byways Designation Process

How is the Program Structured?

Picture a pyramid. The foundation is the broad array of state scenic road programs. Those roads designated as National Scenic

Special Alert

Byways comprise the middle level, a smaller group of the best roads from the state programs. At the top are the elite roads, the "best of the best" known as All-American Roads.

Who Can Nominate Roads?

Anyone can nominate a road for designation, but all designations must go through the state's scenic byways agency, generally the Department of Transportation. A two step process is recommended for local sponsors to alleviate unnecessary documentation, time and expense. A local sponsor submits documentation to the state scenic byway agency "...to determine if the proposed scenic byway possesses intrinsic qualities sufficient to merit nomination..." If a byway is considered eligible, the remaining nomination package should be completed for submittal to the U.S. Department of Transportation.

Who Decides What Qualifies?

The Secretary of Transportation is responsible for designating roads to be part of the National Scenic Byways Program. He may consult with the Departments of the Interior, Agriculture, and Commerce, as appropriate. He may also choose to form a panel of 6 to 8 experts from a cross-section of the nation, including those with interest in the intrinsic qualities, tourism, and economic development, to aid in the review of potential byways.

The nominating schedule:

- **August 1, 1995** - Solicitations for nominations will be announced;
- **January 1, 1996** - Nominations are due to FHWA;
- **March 1, 1996** - Nomination decisions will be announced by FHWA.

What are the Criteria?

Designation is determined by a number of requirements. First, a byway must possess at least one of the following intrinsic qualities: scenic, historic, cultural, natural, archaeological and recreational. It must accommodate two-wheel-drive automobiles and, where feasible, pedestrian or bicycle travel. Scenic byways must provide adequate user facilities. Most important, byway advocates must develop a corridor management plan to balance the use and conservation of the roadway's intrinsic resources.

To be considered for National Scenic Byway status, a highway or road should be a

designated state scenic byway, but roads that meet these other criteria and requirements will be considered on a case-by-case basis. Roads that are distinctive and most representative of a region will be considered for National Scenic Byways designation. All-American Road designations will be limited to roads that are nationally known and significant, that evoke America's heritage, and that are unique unto themselves and stand out above the others in representing the nation.

The Continuity Question

The proposed FHWA policies state, "An important criteria for both National Scenic Byways and All-American Roads is continuity." In short, scenic byways should be designated and managed from end to end with few or no major intrusions to ensure the conservation and enhancement of the intrinsic resources. Only those areas that are large, extended, and intrusive and damage the overall quality of the corridor should be exempted from designation.

The billboard industry argues that byways can and should have frequent undesignated, unprotected areas and that signs and maps should ignore designation boundaries and indicate a false continuity of the byway. The obvious result of this position would be increasingly large and frequent blighted areas alternating with areas with intrinsic qualities preserved. This irrational argument is a self-serving attempt by the industry to find more billboard sites in areas

where billboards are currently prohibited.

The future of the National Scenic Byways Program depends on FHWA's willingness to implement and enforce a program where continuous scenic byways are the norm. That means that roads must be designated from beginning to end with no or very few gaps and that designated areas must have high visual quality, whether in commercial, industrial, or undeveloped areas. If FHWA allows the billboard industry to dictate the meaning of continuity and the shape of the program, then what we will end up with is worse than no program at all.

What can I do to Make this Program Work?

1) Comment on the FHWA policy guidance by writing to: FHWA Docket No. 95-15, Federal Highway Administration Room 4232, HCC-10, Office of the Chief Counsel, 400 Seventh Street, SW, Washington, DC 20590.

Tell FHWA that their preliminary guidance is a good start. Emphasize that conserving the resources of the byways will be the key to the economic and environmental success of the National Scenic Byways Program. Also, explain how important a strong continuity requirement is for the long-term success of the program.

2) Ensure that your state DOT takes advantage of these opportunities.

Contact Scenic America if you have any questions. We'll be happy to help. §



...but billboard barons will be pushing for more blight.

New from the Park Service

The National Park Service and the National Council for Preservation Education recently announced the availability of the *Directory of Cultural Resource Education Programs*. The directory identifies advanced training opportunities related to the preservation and management of cultural resources in the U.S. This valuable resource includes information on programs within the fields of anthropology, landscape preservation and historic preservation. The directory contains a sampling of different types of curricula, common definitions and additional resources. Copies are only \$6.50 each and may be ordered by telephone charge at 202-783-3238 or by check payable to Superintendent of Documents, P.O. Box 371954, Pittsburgh, PA 15250-7954. Please specify stock number 024-005-01146-3.

Also available is the *Cultural Resource Training Directory*, which provides information on 270 workshops or courses. Most courses in this directory provide training over a short period of time, usually a few hours to a few days. Copies are available at no cost by calling 202-343-9561 or by writing Ms. Bevirt, National Park Service (424), P.O. Box 37127, Washington, DC 20013-7127.

Both directories were made possible due to special funding by the National Park Service through its Partnerships in Cultural Resource Training. §

For Your Bookshelf...

Scenic Byways Resources Available

Requested

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

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

Technical Bulletins: \$5.00 each, any 3 for \$10.00, or any 6 for \$18.00.

"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.

"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.

Fact Sheets: "Corridor Management Plans: Developing Plans for Scenic Byways" and "Corridor Management Plans: Guidelines for Communities" Outline the benefits of CMPs and the steps involved in preparation of them. \$1.25 for set of two. *New!*

Please ship materials to:

Name _____

Organization _____

Address _____

Phone _____

Materials Totals

Material Subtotal _____

Membership - \$20.00 _____

Shipping & Handling _____

< \$20.00 = \$3.50

\$20.00 - \$49.99 = \$5.00

\$50.00+ = \$8.00 _____

Total _____

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

New Interns Join Scenic America's Staff

Two new interns highlight Scenic America's recent staff developments.

Lauren Dziuban and Kirin Kalia joined Scenic America at the beginning of June. Both will be college juniors in the fall. Kirin attends Bryn Mawr College near Philadelphia, while Lauren attends the American University here in Washington, DC.

Lauren will be working closely with Scenic America Program Manager Carol Truppi, providing assistance on scenic byways and sign control projects in Ohio and Pennsylvania. Previous experience in public relations with the Pennsylvania Turnpike Commission should serve her in good stead here. Kirin will put her writing skills to good use assisting Policy Director Frank

Vespe in his work to ensure that the National Highway System legislation preserves and builds on important gains made in ISTEA.

At the same time, we bid a fond farewell to Kaija Jones, who interned here from early January through late May. Kaija contributed strongly to a variety of Scenic America's efforts, and we will miss her.

Finally, Frank Vespe was recently promoted from Director of Communications to Director of Policy. In his new role, he will add to communications and media responsibilities the direction of Scenic America's national policy efforts. Frank replaces David Isaacs who is now working for the Electronic Industries Association. §

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
Frank Vespe, Director of Policy, Editor
Wendy L. Jones, Office Manager
Jenny Ryan, Development Associate
Carol Truppi, Scenic Program Manager
Kirin Kalia, Staff Associate
Lauren Dziuban, Staff Associate
Scenic America Viewpoints is a publication of Scenic America and is available free to its members.

All photos: Scenic America unless credited.

Most Important Byways, Stafford Awards Highlight Busy Fall

The naming of Scenic America's 10 Most Important Scenic Byways and the presentation of the seventh Stafford Awards highlight a busy fall for Scenic America. Both will occur at Scenic America's Gala Dinner on October 30, 1995.

10 Most Important Scenic Byways

Scenic America's fourth annual list of the Most Important Byways will showcase roads with significant scenic, historic, natural, recreational, cultural, and archaeological resources. Roads will be named for outstanding efforts on behalf of local activists, organizations, or governing bodies to balance the conservation and use of these resources. The list will also include roads endangered by sign and billboard proliferation, inappropriate application of design standards, and other problems.

This list has garnered tremendous interest in scenic byways conservation. It has

been featured in *Modern Maturity*, the Washington Post, *Highways Magazine*, and on television and radio stations nationwide.

To nominate a road, please contact Scenic America by August 18, 1995.



Stafford Awards

The seventh Stafford Awards presentation will spotlight local, state, and national activists and officials whose efforts to conserve and enhance America's visual environment exemplify a conservation ethic.

Past winners include Senator John Chafee (R-RI) and Mayor Joseph Riley of Charleston, SC. Lady Bird Johnson, widow of former President Lyndon Johnson, received a Lifetime Achievement Award in 1990. The Stafford

Awards are named for former Vermont Senator Robert Stafford.

If you would like to nominate someone for a Stafford Award, please contact us.

US DOT to Hold Design Contest

The U.S. Department of Transportation and the National Endowment for the Arts are calling for entries for the 1995 Design for Transportation National Awards Program. The awards will honor those projects and activities that exemplify the highest standards of design and have made an outstanding contribution to the nation's transportation systems and the people they serve.

Good transportation design enables us to move about efficiently, safely and economically. Moreover, it adds beauty to our lives and enriches our communities.

Entries must achieve one or more of the following U.S. DOT goals: emphasizing intermodal transportation services; being compatible with and enhancing community life and the physical surroundings; demonstrating sensitivity to the concerns and the needs of the public; and providing for a secure and safe traveling environment.

The deadline is July 20, 1995. For more information contact Thomas Grooms at 202-682-5437. §

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 _____



Scenic America
Viewpoints
21 Dupont Circle, NW
Washington, DC 20036

NONPROFIT ORG.
U.S. POSTAGE PAID
WASHINGTON, D.C.
PERMIT NO. 1854