

# Scenic America Viewpoints

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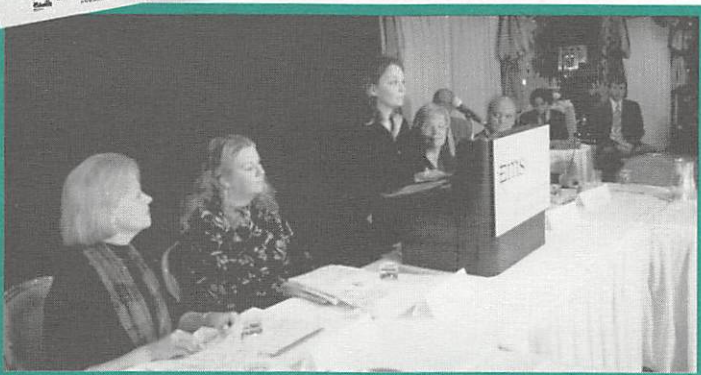


## Scenic America Announces “Last Chance Landscapes”

*New report lists Nation's landscapes most threatened by billboards, new roads, other symptoms of sprawl; finds scenic beauty can be saved.*

### 1999 Last Chance Landscapes

- South Coast Foothills, California
- Swan River Wild Mile Corridor, Montana
- Moab Rims, Utah
- Guanella Pass, Colorado
- The President George Bush Turnpike, Texas
- The Missouri Ozarks, Missouri
- Liberty Prairie Reserve, Illinois
- Gateway to the Mackinaw Bridge, Michigan
- Walden Woods, Massachusetts
- Kennett Pike, Delaware
- Downtown Fort Pierce and Indian River Lagoon, Florida
- Shenandoah to Catoctin Mountains (Portions of Virginia, West Virginia, Maryland)



Gwyn Hicks, program director at Environmental Media Services, introduces the speakers at the beginning of the press event to announce the 12 1999 *Last Chance Landscapes* from left to right: Scenic America President Meg Maguire, Walden Woods Project Executive Director Kathi Anderson, Gwyn Hicks, Peggy Maio of the Piedmont Environmental Council, Peter Hawley of the American Planners Association.

twelve *Last Chance Landscapes*. These endangered landscapes are places of beauty or distinctive community character with both a pending threat and a potential solution. Challenges facing these sites, like rapid and unplanned growth, billboard blight, strip malls, and new and poorly-designed roads, are common to thousands of communities and scenic landscapes around the country.

“This report highlights a dozen places across our land that typify problems we see all over the country,” said Meg Maguire, president of Scenic America. “But for every problem, there is a solution which other communities have adopted – showing once again that change is inevitable, but ugliness is not.”

Several reporters and camera crews attended the event at the Willard Hotel in Washington DC. Speakers were Meg Maguire, president of Scenic America, Peter Hawley of the American Planners Association, Kathi Anderson, executive director of The Walden Woods Project, and Peggy Maio of the Piedmont Environmental Council. Stories on the event and the 1999 *Last Chance Landscapes* appeared on CNN, ABC Radio News, NPR, and CBS Radio News; and in the *Los Angeles Times*, the *Boston Globe*, the *Washington Post*, the *Chicago Tribune*, the *Washington Times*, the *Salt Lake Tribune*, the *Palm Beach Post*, the *Dallas Morning News*, and many others.

See next page for a list of *Last Chance Landscapes*, why they are special, the threats facing them, and what local groups are doing to preserve them.

### ■ Last Chance Landscapes

Overview of 12 endangered areas around the country

### ■ The Big Picture

Sen. John Chafee is remembered for his environmental support

### ■ Getting Out the Beauty Message

Overview of conferences, meetings and reports on scenic conservation



## Last Chance Landscapes

The 1999 *Last Chance Landscapes* report lists places ranging from the South Coast Foothills in southern California to Walden Woods in Massachusetts. Local individuals or groups nominated each area, and Scenic America's report proposes remedies for each threat. This is the inaugural report in what will be an annual announcement. The 1999 *Last Chance Landscapes* include a scenic highway, coastal lands, historic towns, a state park, and other places treasured for their natural beauty and distinctive character.

The *Last Chance Landscape* program is

an annual recognition of the work being done by people in all kinds of communities to preserve their scenic heritage and beauty for generations to come.

"Americans want to save natural beauty, protect open space, and live in well-designed communities," continued Maguire, referring to over 200 ballot initiatives to protect open space that voters approved within the past year. "People everywhere need to look around, identify what they love, and demand better scenic conservation and land use practices as their communities grow."

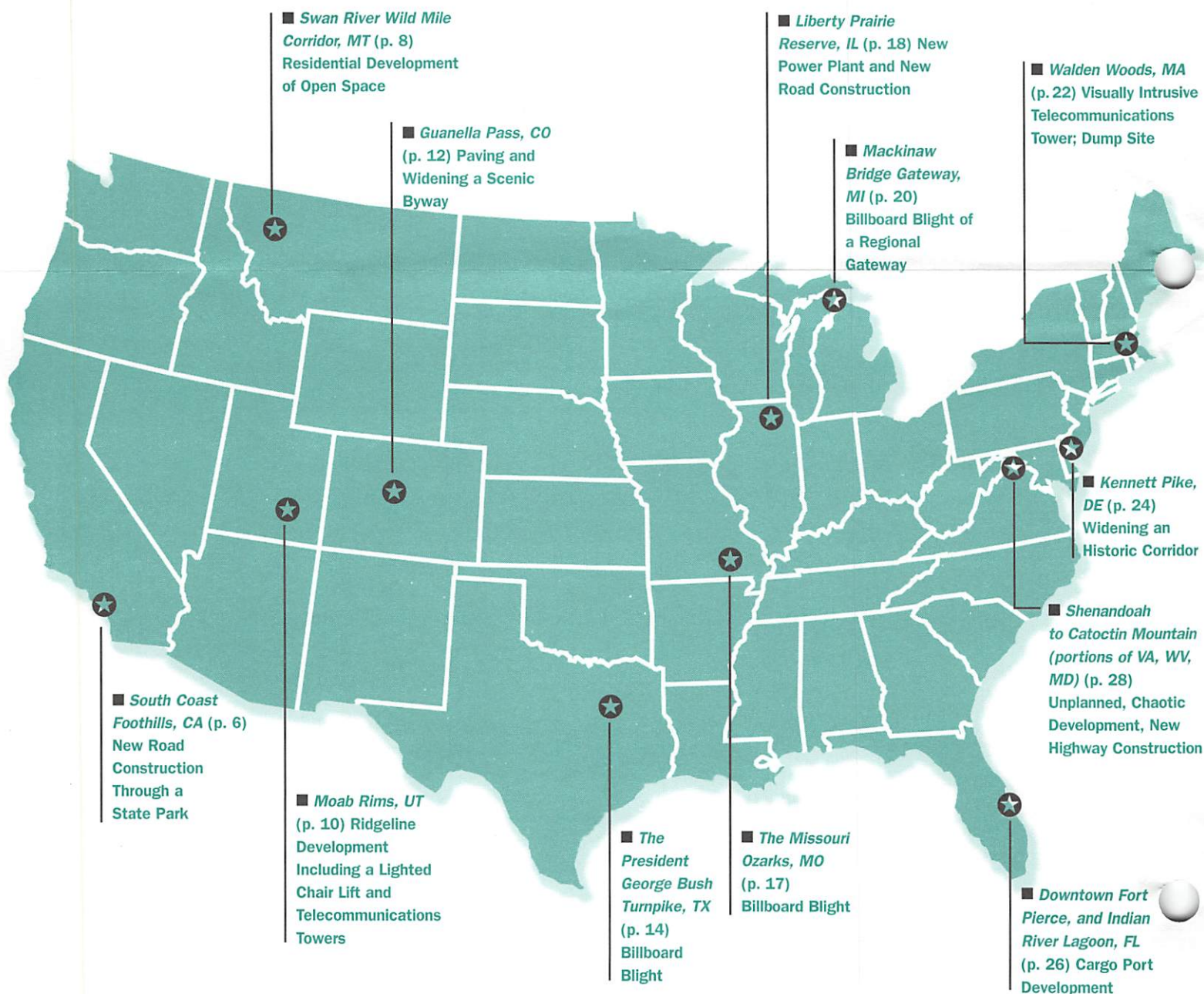
Visit our website at [www.scenic.org](http://www.scenic.org) for information on submitting your 2000 *Last Chance Landscape*. The deadline for submissions is June 15, 2000. *Last Chance Landscapes* for the year 2000 will be announced at a press event in Fall 2000.

### The 1999 Last Chance Landscapes are:

#### South Coast Foothills, California

**Threat:** New road construction through a state park

The South Coast Foothills are located in southern California between Los







**South Coast Foothills are located in Southern California between Los Angeles and San Diego and is an area known for its biodiversity.**

Angeles and San Diego. The area includes the San Onofre State Beach, the San Mateo Creek Wetlands Natural Preserve, and the Rancho Mission Viejo Land Conservancy. It is the last fully intact coastal watershed south of Ventura, California. Nine federally threatened or endangered species live here, and the area is known for its world-class biodiversity. Ten Native American sites, including three burial grounds and several villages, also lie in the path of the proposed toll road. The Transportation Corridor Agency plans to build a 16-mile private toll road through this beautiful and fragile environment. This threatened landscape could be saved by enforcement of the federal Endangered Species Act and passage of state legislation that would establish a stringent process to review road construction on California State Park lands.

#### **Swan River Wild Mile Corridor, Montana**

**Threat:** Residential development of unique open space

The Swan River Wild Mile Corridor is a unique natural gorge, carved across the backbone of the Mission Mountain Range in a region rich in beautiful mountain peaks, extensive pine forests, pristine lakes, waterways, and valleys. Located in the village of Bigfork, the Swan River flows into the Flathead Lake, the largest naturally occurring freshwater lake west of the Mississippi River. The Corridor is a vital natural link between Bigfork and its neighboring communities, and is home to the Bigfork Whitewater Festival, an international kayaking competition. A utility

company that owns a 480-acre parcel along the river is planning to sell the pristine property, attracting the interest of developers. The Swan River Wild Mile Corridor Committee wants to purchase the land and place it in a conservation easement.

#### **Moab Rims, Utah**

**Threat:** Ridgeline development including a lighted chair lift and telecommunications towers

In a region famous for its red rock cliffs and recreational trails, the scenic Moab Rims encircle the town of Moab in Utah's Spanish Valley. Nearby is Arches National Park and Canyonlands National Park. Beginning at the Colorado River, each rim is approximately five miles long. The Rims are owned and managed by a combination of public agencies and private individuals. Tourism is booming in Moab, creating tremendous pressure for ridgeline development that has begun to scar the stunning beauty of the landscape. Strengthening and enforcing the local master plan to protect the treasures of the Moab Rims is vital.

#### **Guanella Pass, Colorado**

**Threat:** Paving and widening a scenic byway

The Guanella Pass Scenic Byway climbs along the border of the breathtaking Mount Evans Wilderness Area. At the foot of the nearly 12,000-foot high Guanella Pass, the road provides a spectacular view of the Georgetown-Silver Plume National Historic Landmark District. As part of the Silver Heritage

Area of Upper Clear Creek, the byway route is also home to historic remnants of the region's mining and timbering history dating back to the 19th century. The partly paved, partly graveled roadway is in need of drainage improvements and maintenance, and the Federal Highway Administration has proposed road design options, including paving and widening the entire length of the road. Citizens argue that the proposed road design would turn the road into a high-speed, congested connector road that would detract from its tranquil, scenic quality.

#### **The President George Bush Turnpike, Texas** **Threat:** Billboard blight

The President George Bush Turnpike, State Highway 190, is the newest highway project in the Dallas area. The 30-mile President George Bush Turnpike travels through much of Dallas' historic farm and ranch land. The highway has many features, such as 80 year-old trees and grass-covered medians. It travels along the highest elevation in three counties and passes by many residential areas. Because the highway is still under construction, a significant portion of the roadside remains undeveloped, allowing the community to take steps to ensure that the highway retains its scenic character. Unfortunately, billboards — which may be illegal — are sprouting up along the Turnpike, some in residential areas. A moratorium on new billboard construction in Dallas could put a stop to this unsightly barrage.

#### **The Missouri Ozarks, Missouri**

**Threat:** Billboard blight

The Missouri Ozarks is a vast area of natural scenic beauty, covering more than 30,000 square miles in southern Missouri that contains the Ozark National Scenic Riverways, the Mark Twain National Forest, the Lake of the Ozarks resort and tourist area, and Branson, the "New Country Music Capitol of America."



## Last Chance Landscapes

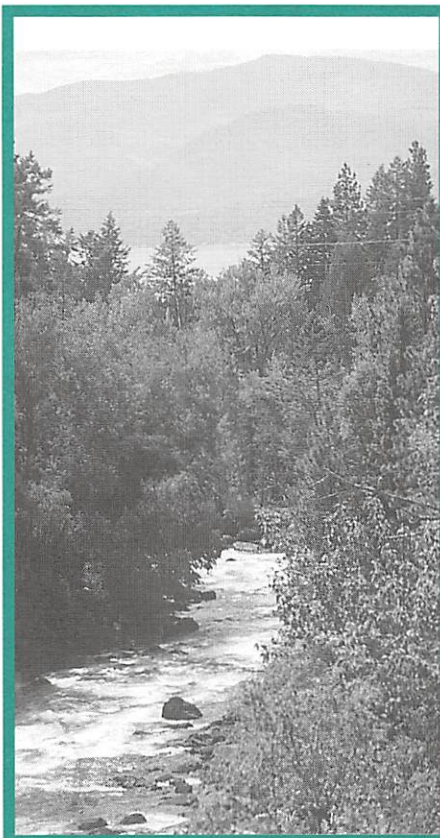
*Continued from page 3*

Thousands of square miles of pristine beauty remain, despite rapid development throughout the region. Proliferation of gigantic billboards is destroying the beauty of this special region, also known as the "Ozark Highlands" and the "Ozark Plateau." On one typical stretch of Missouri highway, over 450 billboards litter the 50 miles of Highway 54, from the state capitol in Jefferson City to the Lake of the Ozarks. Billboards – eight to ten stories high, often with two to four faces each – tower over the roads. To protect this beautiful landscape and others like it throughout the state, the Save Our Scenery (SOS) 2000 Campaign is conducting a petition drive aimed at putting the billboard issue directly before voters.

### Liberty Prairie Reserve, Illinois

**Threat:** New power plant and new road construction

Composed of 2,500 acres of privately and publicly-owned lands in central Lake County near Chicago, the Liberty Prairie



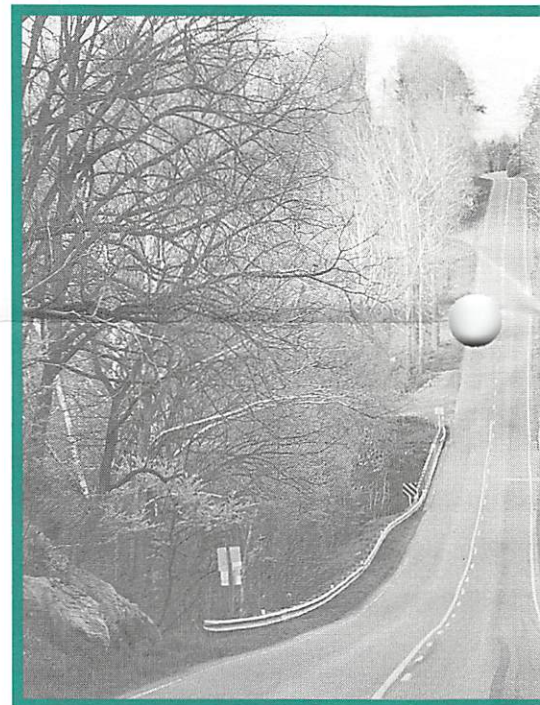
**ABOVE:** Indian River Lagoon in Florida.  
**LOWER LEFT:** Swan River Wild Mile Corridor in Montana. **MIDDLE:** Highway in the Shenandoahs of Virginia. **FAR RIGHT:** Mackinaw Bridge Gateway in Michigan

Reserve embodies a new concept in open space preservation, which is protected through development restrictions and conservation easements. The Reserve contains marshland and prairieland, including one of the last remaining unplowed prairie remnants in Illinois. The Reserve is a model for preservation of open space and rural character, effectively integrating public land acquisition, private conservation, and sensitive, low-density development. The scenic and environmental integrity of the Reserve is threatened by a proposed gas power plant at the southwestern edge and a planned toll way extension at its northern boundary. Enforcement of local zoning codes to stop construction of the power plant and rejection of the toll way, combined with increased recognition of the importance of the Liberty Prairie Reserve, will protect the landscape from these encroachments.

### Gateway to the Mackinaw Bridge, Michigan

**Threat:** Billboard blight

The corridor leading to the Mackinaw Bridge gateway is a 58-mile rural highway traversing one of the most scenic areas in the Midwest, featuring rolling hills, lakes,



ponds, streams, and farmland. A twenty-two mile section of the highway, built to align with the rolling terrain, has been recognized for its creative design that harmonizes the road with the surrounding landscape. Together, the Straits of Mackinac, the Mackinaw Bridge, and Mackinaw Island are an important U.S. travel destination. Unfortunately, billboards are competing with the scenic countryside for the attention of visitors to this regional gateway. To protect this rural landscape from billboard blight, area communities have a unique opportunity to control outdoor advertising as they work



together to develop a comprehensive management plan for this region.

#### **Walden Woods, Massachusetts**

**Threat:** Visually intrusive telecommunications tower; dump site

Walden Woods, in Concord, Massachusetts, is a place of nature and quiet contemplation that Henry David Thoreau, the nineteenth century American thinker, writer, and environmentalist made famous. Today, unsightly wireless communication towers and a municipal dump endanger the tranquil beauty of Walden Woods. The environmental and historic integrity of Brister's Hill and Goose Pond

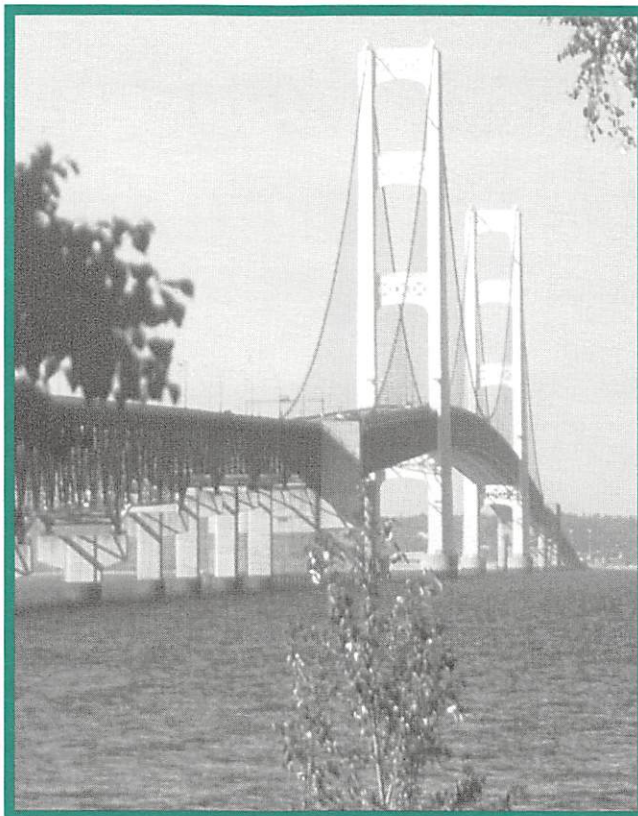


must be protected from inappropriate land uses that degrade the significance of this natural setting.

#### **Kennett Pike, Delaware**

**Threat:** Widening an historic corridor

The 11-mile Kennett Pike, designated a Delaware Greenway, connects Wilmington, DE and Hammorton, PA, travelling through rolling, rural countryside. The corridor dates back to the 18th century when it served as a transport route for farm products from southeastern Pennsylvania to Wilmington's mills and



shops. Sites along the road include the Winterthur Museum, DuPont family estates and Longwood Gardens. The Kennett Pike is a popular tourist gateway to the Brandywine Valley for those who come both by car and bicycle. The Delaware Department of Transportation is currently widening – from four to six lanes – a section of the road traveling through the Village of Greenville. This can have a ripple effect and set a precedent for the future widening of scenic Kennett Pike. Implementing a more place-sensitive highway design would protect the character of downtown Greenville and preserve the corridor's scenic beauty.

#### **Downtown Fort Pierce and Indian River Lagoon, Florida**

**Threat:** Cargo port development

Located 60 miles north of West Palm Beach on Florida's southeast coast, Fort Pierce's historic downtown waterfront has undergone dramatic revitalization. Yet many citizens are concerned that a proposed 67-acre industrial port would degrade the historic downtown and endanger the fragile environment of the lagoon. Instead, citizens propose sensitive commercial and/or residential develop-

ment that will support the vitality of downtown Fort Pierce and better protect the lagoon estuary.

#### **Shenandoah to Catoctin Mountains (Portions of Virginia, West Virginia, Maryland)**

**Threat:** Unplanned, chaotic development; new highway construction

This *Last Chance Landscape* consolidates several nominations from the region, all of which highlight the challenges and drastic consequences of unregulated growth. This endangered swath stretches from

Shenandoah National Park, across the northern Virginia Piedmont and the tip of West Virginia's panhandle, and up through central Maryland's Catoctin Mountains. Approximately 80 miles long and 30 miles wide, this region consists of farms, small towns, rural roads, and an incomparably rich heritage. Explosive growth westward from the Washington, DC metropolitan area is rapidly spilling over into neighboring states. Unplanned development is consuming farmland, overwhelming historic towns, and erasing the long-revered beauty and heritage of the land west of Washington. Citizen coalitions throughout the region seek more effective land-use controls; greater protection for scenic, natural, and historic landscapes; and an end to transportation projects that threaten to perpetuate sprawl and destroy this cherished landscape.

For more information on these *Last Chance Landscapes*, including contact names, phone numbers and email addresses, check our website at [www.scenic.org](http://www.scenic.org). To order a copy of the *Last Chance Landscape* publication, call 202-543-6200. Each copy is \$5, including postage and handling. ■



# THE BIG Picture

## Coming together to do great things

BY MEG MAGUIRE, PRESIDENT

**Senator John Chafee (R-RI)  
1922-1999  
Scenic America Stafford Award**

**L**ong-time Scenic America friend Senator John Chafee of Rhode Island died suddenly on October 25, just one year before his anticipated retirement from the U.S. Senate. His death is a great loss for those who believe our country can find pragmatic, bipartisan solutions to care for the environment. Scenic America will miss the Senator's great championship of scenic byways, his opposition to the billboard industry, and his obvious understanding of the value of natural beauty in his own life and in community life in Rhode Island.

Washington Post columnist David Broder noted that Chafee's commitment to the environment, his vision, and his



ability to fashion artful compromise will be missed in the often-contentious U.S. Senate. "Chafee never lost his buoyant confidence that people of good will could be brought together to do great things. And it is that spirit that will be missed most of all."

As Scenic America for the first time announced our 12 1999 *Last Chance Landscapes*, we salute those who, like Senator Chafee, never lose their buoyant confidence that people of good will can come together to do great things to save the beauty of their communities.

Fortunately, these guardians-of-place live in communities all over America and are represented among those who nominated threatened landscapes:

Audrey Graham from Moab, Utah who said, "...the Moab Rims is a gorgeous and important part of our community, yet

there has been no consolidated effort to avoid over-development of this area;"

Karl Kruse of Missouri whose Save Our Scenery 2000 campaign could stop billboard blight in the lovely Missouri Ozarks and throughout the state; and

Andrea Goff of the Bigfork-Area Chamber of Commerce in Montana who said: "The state of Montana is known as the 'Last Best Place.' With the industries of mining, forestry and agriculture in serious trouble, our last chance is to preserve our land and waterways for the future and for our children."

We dedicate this issue of *Viewpoints* to Senator John Chafee with a promise that we will carry on his tradition of buoyant confidence that *people of good will can — and do — come together to do great things.* ■

## ON CAPITOL HILL

### Conservation spending bill moves in House

**A**fter months of negotiation between House Resources Committee Republicans and Democrats, and despite the efforts of private property right advocates to derail its passage, committee members passed the Conservation and Reinvestment Act of 1999 (CARA). Committee Chairman Don Young (R-AK) and Ranking Member George Miller (D-CA) worked in a bipartisan manner to ensure the committee's passage of this historic piece of legislation. The Act would dedicate more than \$3 billion annually from federal offshore oil and gas receipts to impact aid to coastal states where much of this drilling occurs, to fully fund the

Land and Water Conservation Fund, and to provide additional funds for conservation, wildlife, historic preservation and urban park restoration.

The conservation, recreation and preservation communities have joined to pledge their support for passage of CARA in the full House in the second session of the 106<sup>th</sup> Congress.

#### Some Gains and Losses in the 1999 Budget Battles

On November 29th, President Clinton signed the FY2000 spending bill which included substantial funding for the Administration's Lands Legacy initiative and \$450 million for the Land and Water

Conservation Fund, including funds for state land acquisition and facility development. After signing the measure, the President stated, "We value the environment, and this budget protects the environment and preserves our precious natural heritage. It includes our historic Lands Legacy initiative to set aside more of our magnificent natural areas and vital green spaces, and does not include destructive, anti-environmental riders".

Many feel that as the second session of the 106<sup>th</sup> Congress commences in late January, legislative leaders will continue to address quality of life topics and the environment, due to the public's strong support of these issues. ■



# In the New Millennium...

## Consider Giving to Scenic America in a New Way

**gifts:** You can make gifts by credit card at any time. For convenience, we can even arrange with you to charge a fixed amount each month. For instance, a monthly charge of just \$15 amounts to an annual gift of \$180. We will provide documentation for your records so you can deduct from your taxes the full value of your gift. Of course, such "automatic giving" plans can be amended or terminated at any time by telephone, e-mail, or letter.

**"My income is variable. I give when I can."** Consider making a pledge to be fulfilled at some time during the year to give you a chance to review your income. You can even make a multiple year pledge. For example, you could pledge \$600 over three years, fulfilling the pledge in a way that accommodates your financial situation. Pledging over several years is also a perfect way to give a one-time special contribution.

**"I want to leave a legacy."** Our endowment, the "Scenic Century Fund," is designed for exactly that purpose. Your gift toward the Fund ensures a steady stream of income for Scenic America for years to come. There are even special opportunities to name funds and endow specific programs. If you are interested, please request a copy of our Scenic Century Fund publication.

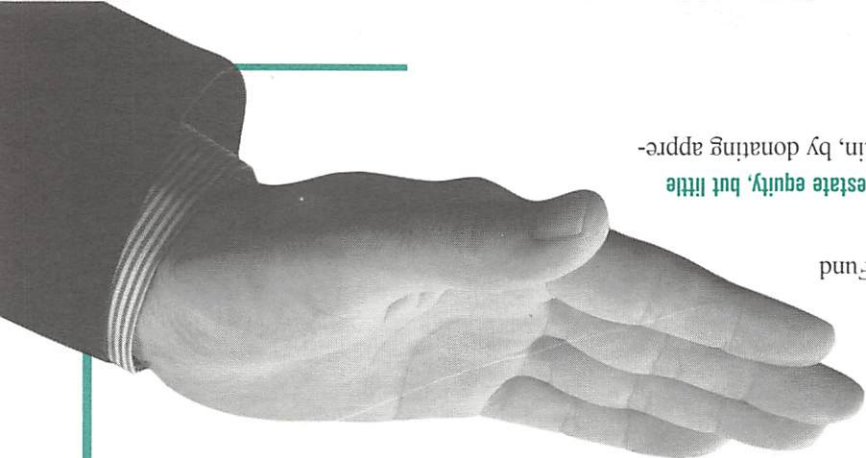
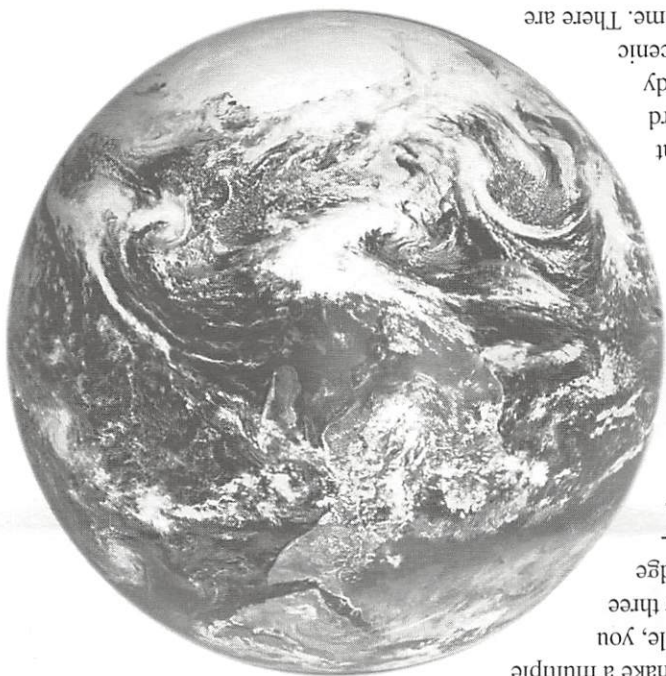
**"I have lots of real estate equity, but little cash to give."** Again, by donating appreciated assets (including real estate) to Scenic America, you receive a significant tax benefit and you provide important support for our conservation programs and services.

**"I'm planning for my future. My giving has to be part of that."** Consider designating Scenic America in your will as part of your regular estate planning. Or you can establish a charitable annuity which gives you a guaranteed annual distribution and ultimately provides a lump sum to Scenic America.

**"I've accumulated capital gains and want to limit the taxes I will owe on them."** The robust stock market may have produced significant capital gains in your portfolio. This gives you a wonderful opportunity to make a significant, deductible charitable gift and avoid paying taxes. To do this, you give Scenic America the securities rather than the proceeds from their sale (do not sell the appreciated securities you intend to donate). In most cases, you can deduct the *appreciated* value of the asset and avoid any capital gains taxes. This is an easy transaction to carry out, and staff at Scenic America will be happy to assist you.

**"I have specific conservation interest in which I invest."** You can make a restricted gift to Scenic America for the program that is most important to you personally. If you have any questions about how we can put your gift to work, simply call us at 202-543-6200.

**"I support organizations with small, regular cash to give."** Again, by donating appreciated assets (including real estate) to Scenic America, you receive a significant tax benefit and you provide important support for our conservation programs and services.





Getting Out the

# Beauty

MESSAGE

## *Scenic America's staff travels the nation*

**W**hat better way to spread the message of Scenic America's scenic conservation efforts than to bring together key funders and environmental groups? This fall, that was exactly the thinking of two of Scenic America's funders.

In December, the Richard King Mellon Foundation hosted a luncheon at the Duquesne Club in Pittsburgh for Scenic America. Vice President Ray Foote gave a presentation, "Can We Choose to Save America's Beauty?" to the directors of 15 conservation groups and foundations. Deborah Myerson, Program Manager, led the group in a discussion on strategies to protect outstanding landscapes from sprawl, sign clutter, and other blights.

In October, the Prince Charitable Trusts hosted a similar event for Scenic America and the Piedmont Environmental Council (PEC). At this gathering, Ray and PEC President Chris Miller briefed participants on the "Journey Through Hallowed Ground" project.

### *"Keeping the Character in Our Community"*

These events and others like them complement a busy travel season for Scenic America staff. Just before Labor Day, Meg Maguire and Deborah attended a conference organized by the National Scenic Byways Resource Center, "Sharing America's Stories: Building Successful Byways Community By Community," in Louisville, Kentucky.

In October, Ray spoke on a panel (which included representatives from the

Outdoor Advertising Association of America and the Federal Highway Administration) on implementing and enforcing the HBA. Held in Lexington, KY by the National Association of Highway Beautification Agencies, the conference gave us an opportunity to advocate for better monitoring and enforcement of federal billboard regulations. That same month, Deborah and Ray moderated and served on panels at the National Trust for Historic Preservation's annual conference in Washington.

In November, Meg flew to Memphis for World Town Planning Day to address the Tennessee chapter of the American Planning Association. Her talk "The Good, the Bad, and the Ugly" commended the Memphis City Council for approving an ordinance to ban new billboard construction in much of the city. Also in November, Deborah gave a presentation to planners on "Keeping the Character in Our Community: People Protecting a Local Sense of Place" at the Pennsylvania Planning Association Conference at Pennsylvania's Seven Springs Resort. ■





**Ray A. Foote,**  
Vice President  
for Program  
Development



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**Kristen Brody**  
Grassroots  
Assistant



**Wendy J. Taylor,**  
Organizational  
Development  
Manager



**Aric Dietrich**  
Development  
Assistant



**Claudia Tejada,**  
Policy Associate



**Djuana Waters,**  
Office Manager

# Scenic America is Growing

**S**cenic America's staff has grown to nine! Communications Manager Mary Houser, Development Assistant Aric Dietrich, and Grassroots Assistant Kristen Brody, joined the staff in Fall 1999.

"We're now fully staffed, and well-staffed," said Meg Maguire, president of Scenic America. "I look forward to the opportunity to expand our programs and our outreach in the new millenium."

Scenic America's staff is available every day, by phone, e-mail or fax to answer questions on issues such as billboards, scenic byways, wireless communications towers, smart growth and sprawl, highway design, transportation enhancements, and federal policy. To see a list of publications, fact sheets, videos, and other tools available to our members and the public, please check our website at <http://www.scenic.org/pub-slist.htm>. Order on-line, or call Scenic America at 202-543-6200 to order any of our publications.

Here's a brief look at Scenic America's new staff:

**Mary Houser,** Scenic America's first full-time Communications Manager in nine years is responsible for increasing the impact of Scenic America's work through media, marketing and any other means available. Previously, she worked in media relations at the World Resources

*"We're fully  
staffed, and  
well-staffed."*

Institute and in public relations at Signet Banking Corporation in Richmond, Virginia. Mary is a graduate of Virginia Commonwealth University with a B.S. in Mass Communication.

**Aric Dietrich,** Scenic America's Development Assistant supports Scenic America's fundraising activities by helping maximize revenue from individuals, foundations, corporations. A graduate of Mary Washington College with a B.A. in Historic Preservation, Aric completed a year-long internship with the Rhythm and Blues Foundation. No stranger to event planning, Aric also served as associate producer for the Foundation's 10th Anniversary Pioneer Awards at Sony Pictures Studios in Los Angeles.

**Kristen Brody,** Scenic America's Grassroots Assistant plays a central role in expanding Scenic America's outreach on billboard control, and will help to

strengthen the growing network of statewide affiliates. Prior to joining the staff, Kristen was an education and outreach intern with the Broome County Division of Solid and Hazardous Waste in Binghamton, NY. She also volunteered with the Broome County Environmental Management Council. Kristen is a graduate of the State University of New York at Binghamton with a B.A. in Environmental Studies. ■

## Did you know...

**N**ew Scenic America members get a 10 percent discount on their first order of publications, fact sheets, videos and other pro-beauty tools? A Scenic America membership is the best way to stay informed about scenic issues on the national, state and local levels. And as a member of Scenic America, you invest in programs that make a visible difference in communities like yours. To join, call Scenic America at 202-543-6200 or check out our website at <http://www.scenic.org/member.htm>.



# Annual Affiliate Workshop a Success

## Scenic Groups discuss "Strategies for a Scenic Century"

In late September, Scenic America hosted our annual Affiliate Workshop in Washington, DC entitled "Strategies for a Scenic Century." In the past two years, citizens from 23 states have attended this training workshop, illustrating the tremendous interest and growth in the scenic conservation movement. This year, for the first time, we expanded the workshop from one to two days, enabling us to cover many more topics and involve outside speakers.

John Berry, Assistant Secretary at the Department of the Interior, gave an inspiring keynote address urging those assembled to mobilize support for the Land and Water Conservation Fund. "John Berry's opening remarks were



outstanding. We need more public officials like him," Gene Sanders, President of Scenic Tennessee commented.

Other guest presenters included Elizabeth Hitchcock from U.S. Public Interest Research Group and Joan Moody of Defenders of Wildlife on media; Stephanie Vance from Congressman Earl Blumenhaur's office on livability issues and citizen participation in the political process; and Terry Hickey of the Baltimore Citywide Liquor Coalition on recent legal decisions affecting billboard control.

The workshop also provided an excellent opportunity for the scenic groups to learn from one another. From billboard control to fundraising, the groups shared tips and came up with new ideas. In addition, Scenic America staff and Board members gave presentations on fundraising, scenic byways, smart growth, highway design, and wireless communications towers.

Executive Directors and/or Board members from Scenic Alabama, Scenic California, Citizens for a Scenic Florida, Scenic Georgia, Scenic Missouri, Scenic North Carolina, Scenic Tennessee, Scenic Texas, Scenic Dallas and Scenic

Virginia, including eight first time participants, attended this year's workshop.

Reflecting on the value of the workshop, the participants set a goal to have two representatives from every active group attend next year's workshop, which will be held on September 23<sup>rd</sup> and 24<sup>th</sup> in Washington. Scenic America provided scholarships for two individuals to attend this year's workshop, and we will work to raise additional money for scholarships to help reach the attendance goal for next year.

"The workshop was a real success. I look forward to bringing a huge delegation from Texas next year!" said Scenic Texas' Executive Director Anita Brown.

We would like to say a special thanks to the Dunn Foundation of Rhode Island for their generous ongoing support of our Affiliate Development Program, and for making this workshop possible. In addition, we would like to thank several Board members who sponsored meals at the workshop: Chair Madeleine Appel, Sally Oldham and Louise Dunlap.

We are very excited about the growth in the scenic conservation movement and look forward to an even bigger and better Affiliate Workshop in 2000. ■

## Scenic America Viewpoints

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.

Madeleine Appel, Chair  
Meg Maguire, President  
Ray A. Foote, Vice President  
Mary Houser, Communications Manager  
Deborah L. Myerson, AICP, Program Manager  
Kristen Brody, Grassroots Assistant  
Wendy J. Taylor, Organizational Development Manager  
Aric Dietrich, Development Associate  
Claudia Tejada, Policy Associate  
Djuana Waters, Office Manager

*Viewpoints is a publication of Scenic America and is available free to its members. Individual membership in Scenic America costs \$25.*

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# FIGHTING

## Billboard Blight

In the United States today, there are more than 500,000 billboards on federal highways alone, and that total is increasing by 5,000 to 15,000 each year. Hundreds of thousands more line the streets of our cities and towns. And recently, billboard owners have begun the rush to get permits for all buildable sites before communities wise up and pass a ban on new construction.

*Fighting Billboard Blight: An Action Guide for Citizens and Public Officials* is an important tool for anyone concerned about the proliferation of billboards. Fighting Billboard Blight is a comprehensive, step-by-step guide to help you develop a campaign to fight this litter-on-a-stick in your state and in your own community.

We've included:

- a plan of action with ten questions you'll need to answer before beginning your campaign;
- a model campaign plan with a survey form to help you take inventory of the billboards in your community;

*“With hard work and a good plan, you can win and add your community to the growing list of pro-beauty places with tough billboard controls.”*

- essential information about the Highway Beautification Act; and
- fact sheets on billboard industry myths, the truth on billboards from the advertising industry and much more.

In this 90-page action guide you'll find:

**Billboards and the law**, including model billboard ordinance provisions and court rulings that support the sign industry.

**Case studies** and examples from around

the country where communities have enacted tough billboard controls.

**Researching your opposition**, including who profits from billboards.

**Building public support** by developing a large, diverse constituency to give your campaign clout.

**Tips on working with the media** to educate both the public and the opinion-shapers in your community.

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# It's Mother's Day in November

**I**t wasn't a warm day in May, but a cool day in November when three staff members' mothers and three more volunteers came to Scenic America's Washington, DC office to help us with the huge task of stuffing envelopes for our annual year-end fundraising appeal letter. We want to thank our moms for their help and to thank all of our members and donors for your support. You are the reason we can do the work we do year-round! ■



Wendy Taylor and her mom. Joan was still stuffing envelopes when many of us left for the day, and she was there when we came back to work on Monday morning! Was your mom here all weekend, Wendy?



*(left to right):* Volunteers Mary Bathurst and Rita Downey, Scenic America staffers Kristen Brody and Claudia Tejada, volunteer Pat McConnell (Mary Houser's mom), Scenic America staffer Aric Dietrich and his mom, volunteer Carol Dietrich, and volunteers Joan Taylor (mother of Wendy Taylor) and Gerry Caiazzo. We must have treated them well, because we've heard that our volunteers are ready to come back and help us again!



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