

# Scenic America Viewpoints

www.scenic.org

SUMMER, 1999 n VOL. 16 NO. 1



**"Smart growth" focuses on preserving existing communities and central cities, like Charleston, SC**

voters from Cape Cod to California overwhelmingly approved some 200 ballot initiatives related to putting the brakes on sprawl.

It's not just politicians or disgruntled city-dwellers who are fighting back. Consider:

- In Providence, RI, the CEO of the state's largest utility company has described urban sprawl as "an unrelenting pathogen...[that] is sucking the marrow from our cities and towns" and costing Rhode Islanders in higher utility bills.
- James Chaffin, the chairman of the Urban Land Institute, which represents developers, says that "being smart about growth requires us to examine inner city redevelopment and the revitalization of older, close-in suburbs."
- In Cleveland, a Roman Catholic bishop has launched a project called "The Church in the City" to address urban development and urban sprawl issues

*Continued next page*

## Smart Growth

*Efforts to grow smarter herald new focus on quality of life*

**R**ichard Moe, President of the National Trust for Historic Preservation, and Constance Beaumont, the Trust's State and Local Policy Director, share their perspectives on sprawl. The bad news is that sprawl is devastating the American landscape, undermining the economic viability of American communities, and damaging the quality of American life.

The good news is that people are getting fed up with it. At long last, concern over the impact of sprawl has entered the American mainstream.

Sprawl was the subject of major initiatives announced by the President and the Vice President in back-to-back speeches recently. Bipartisan caucuses focusing on community livability issues have been formed in both the House and Senate. Governors across the political spectrum have announced programs to control sprawl and manage growth.

Perhaps most impressive of all, in last November's elections

### ■ New look for Viewpoints

We hope you enjoy our new design and longer format as we cover key topics in greater depth.

### ■ Smart Growth

Guest columnists Richard Moe and Constance Beaumont discuss the costs of sprawl.

### ■ Last Chance Landscapes

Scenic America's new program to identify and publicize threatened landscapes.



## Smart Growth

*Continued from page 1*

because, he says, "...People are longing... for more holistic, better integrated lives and relationships — especially in regard to where we live and at our workplaces."

What is it that has everyone so worried? Sprawl is the poorly planned, low-density, auto-oriented development that spreads out from the edges of communities. It devours countryside. It drains the life out of older communities, stops their economic pulse and often puts them in intensive care.

Sprawl touches us all—and one way or another, we all pay for it.

### **We pay in open space and farmland lost.**

Since 1950, Pennsylvania has lost more than 4 million acres of farmland — an area larger than Connecticut and Rhode Island combined. It's estimated that over the next 45 years, sprawl in the Central Valley of California will affect more than 3.6 million acres of America's most productive farmland.

### **We pay in time lost.**

A study last year reported that each driver in Washington spends about 59 hours a year stuck in traffic, which wastes approximately \$860 annually for every man, woman and child in the Washington area. In Los Angeles, the average speed on the freeways is expected to drop to 11 miles per hour by 2010. A new term—"road rage"—has been coined to describe drivers' frustration over traffic.

### **We pay in higher taxes.**

Over the decades, we've handed over our tax dollars to pay for infrastructure and services—things like police and fire protection, water and sewer lines, schools and streetlights—in our communities. Now we're being asked to pay higher taxes to duplicate those services in sprawling new developments, while the infrastructure we've already paid for lies abandoned or underused in our older city centers and suburbs.



**Routes 15 and 734 in Northern Virginia, under severe pressure from Washington's suburban sprawl, are one potential example of a Last Chance Landscape (See p. 12). The roads were named endangered scenic byways by Scenic America in 1995.**

### **Finally, we pay in the steady erosion of our quality of life.**

Many inner cities are blighted by deterioration, poverty and disinvestment.

Long commutes leave us less time with our families. Tranquil neighborhoods are destroyed by road-widening. Historic landmarks get demolished and carted off to the landfill. Everyplace winds up looking like Noplace.

Sprawl and its byproducts represent the number-one threat to community livability in America today. And in a competitive global marketplace, livability is the factor that will determine which communities thrive and which ones wither. Nobel Prize-winning economist Robert Solow puts it this way: "Livability is not some middle-class luxury. It is an economic imperative."

And make no mistake. Problems arising from the impact of sprawl and urban disinvestment aren't confined to the angry streets of North Philadelphia or the endless miles of fast-food restaurants and big-box retailers that mar every highway leading into every city in America. They're in all of our cities and towns.

Increasingly, political leaders, planners and concerned citizens are talking about a

new strategy to combat sprawl. Maryland Governor Parris Glendening has described it this way: "I'm not talking about no growth, or even slow growth. What we need is smart growth."

### **Catchy phrase. But what is smart growth, and what does it do?**

Smart growth is simply an umbrella term for a set of tools which states and communities can employ to ensure that the growth they get is the growth that they want—and planned for.

Smart growth directs government investments into existing communities. In some places, such as Oregon, this goal is accomplished simply by drawing a boundary around existing communities and directing growth within the boundary. In Maryland, on the other hand, state investments are channeled into identified existing communities. These strategies help to revitalize aging center cities and protect farmland and open space.

Smart growth recognizes that transportation policy and land use go hand in hand. Thus, states that grow smarter don't view highways as the only answer to their transportation problems but instead provide citizens with transportation choices—whether transit or simply the sidewalks they need to walk to the store.

Smart growth is also about protecting farmland, open spaces, and lands of great beauty through easements and purchases.

Finally, smart growth encourages historic preservation, through tax credits for preserving historic buildings and by making building codes "rehab-friendly."

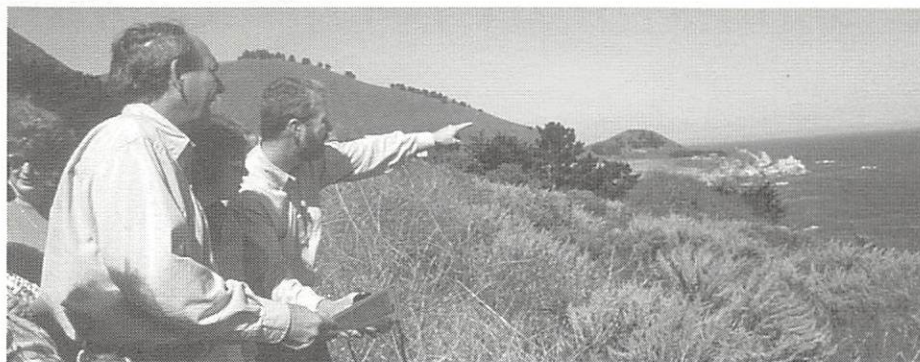
### **Sprawl isn't close to being licked yet.**

But there is good reason to believe that citizens are finally waking up to the fact that they have the right—and the means—to shape the future of the communities in which they and their children will live.

Working together, we need to summon the will to stop merely accepting the kind of communities we get and start demanding the kind of communities we want. The choice is ours, and the time to make that choice is now. ■



# The States and Cities **IN ACTION...**



**S**mart growth measures are moving forward rapidly in the states. The news is mostly good: governors and state legislatures are taking unprecedented steps to reinvest in central cities and to conserve open space and agricultural land. In 2000, Scenic America will be working more intensively with state smart growth groups to push for adoption of bold measures to control billboards, design better roads and conserve distinctive community character through appropriate design.

## *Some recent happenings...*

### **Arizona**

Governor Jane Hull's Growing Smarter Commission is considering a plan to protect nearly 1 million acres of state trust land. This is one of the many proposals received by the commission to deal with the state's explosive growth. The Commission is working to prepare a report to be delivered to the Governor and legislative leaders by September.

### **Colorado**

Governor Bill Owens signed into law a bill (HB 99-1155) providing a tax credit of up to \$100,000 to help traditionally land-rich, cash-poor farmers and ranchers who donate land easements for conservation purposes.

### **Florida**

Governor Jeb Bush signed into law a \$3 billion land conservation initiative that

"will allow the state to continue acquiring forests, wetlands and other open space until the year 2010." The Florida Forever Program, which replaces the expiring Preservation 2000 program, will provide \$300 million a year for the next decade for state-sponsored land acquisition and local water projects.

### **Massachusetts**

Massachusetts Audubon Society released a report in May that found "an unprecedented amount of open space" is being converted to residential, commercial and industrial uses. The report entitled "Losing Ground" identifies four areas — Cape Cod and the Islands, the northern portion of Southeastern Massachusetts, a broad band along the 495 corridor and the southern portion of the Connecticut River Valley — where development is occurring at such a rapid rate that the ecosystem may be endangered. The report also outlines goals and action such as coordinated land protection, controls over location of development, and expanded mass transit to deal with sprawl.

### **Southeast**

"Smart Growth in the Southeast: New Approaches to Guiding Development" a new report released by the Environmental Law Institute and the Southern Environmental Law Center provides an overview of land use and transportation trends in seven states — Alabama, Georgia, Florida, North Carolina, South Carolina, Tennessee, and Virginia. The report also

shows how southeastern states and localities are beginning to shape the pace and location of development by promoting the purchase of development rights, promoting conservation easements, designating development areas and providing incentives to promote development, including programs for historic preservation, building rehabilitation, and brownfields. To download the report, visit the SELC website at [www.southernenvironment.org](http://www.southernenvironment.org) or the ELI website at [www.eli.org](http://www.eli.org).

### **U.S. Conference of Mayors**

The new president of the U.S. Conference of Mayors, Mayor Wellington Webb, on June 15 outlined a nine-point agenda for fostering "smart growth," capital investment in cities, and improving the quality of life for working families. ■

## *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 for  
Program Development  
Deborah Myerson, Program Associate  
Wendy J. Taylor, Development Associate  
Greg Kidd, Grassroots 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.*

All photos: Scenic America unless credited.



# THE BIG *Picture* The Quality of Our Community is Our Legacy

BY MEG MAGUIRE, PRESIDENT

Americans treasure natural beauty and the distinctive character of our communities. We know this in many ways — from poll data to ordinary conversation. Today, Americans are engaged in a long-overdue national discussion about how we will grow and prosper without losing our sense of place. In city halls and county seats, people are telling their elected officials that they're



scenery; endless traffic; low-density development; strip malls; chaotic signs and billboards; and cellular towers — against smart growth that balances the twin goals of growth and stewardship. Sprawl is a passive concept, something that just happens without a plan; smart growth is active, suggesting vision, planning and the decision to work simultaneously on many fronts.

Now there are signs that our country is turning around. In the November 1998 elections, of 220 growth management initiatives on the ballot in 35 states, 72% passed. Tennessee now joins Oregon in requiring municipalities to establish urban growth boundaries. Maryland invests public funds only in areas suitable for future growth. And Congress is seriously considering full and perma-

*Sprawl is a passive concept, something that just happens without a plan; smart growth is active, suggesting vision, planning and the decision to work simultaneously on many fronts.*

future. Scenic America's message resonates with a broad audience — not just with those who hate billboards, but also with people who want livable communities and tolerable commutes, and with business people who want their local economies to grow and prosper.

It is time to tell our elected and aspiring public officials that growth is inevitable, but ugliness is not. While the federal government bears some responsibility for blighting the landscape, local and state governments make most of the decisions governing the visual environment. As part of their smart growth plans, cities and states need to incorporate specific measures to preserve natural beauty and restore community character:

- Ban the construction of all new billboards to halt further commercialization of the American landscape;



**Sprawl and strip development blight too many American communities, like Salt Lake City, UT.**

fed up with business as usual, with development that destroys community character, with billboards and cellular towers looming over the landscape, with strip malls that make every place look like every other place.

As Dick Moe and Constance Beaumont of the National Trust write on page 1, this national discussion pits sprawl — rapid loss of farmland, habitat, history and

gent funding for the Land and Water Conservation Fund and several other major programs.

Scenic America and our affiliate and associate organizations are well-positioned to participate in smart growth. *The Principles of Scenic Conservation* we adopted in 1997 (see p.5) establish a framework for action. Our grassroots experience with billboard control, scenic byways, and community planning makes us credible with local people. And our publications provide information about how to make good decisions for the



- Enact “place-sensitive” highway design standards that require all projects to take into account the environmental, scenic, aesthetic, historic, community and preservation impacts of the activity; and provide for access for other modes of transportation;
- Implement a state scenic byways program to identify and plan for the future of special corridors within the state;
- Identify and protect scenic vistas and viewsheds;
- Protect trees during development;
- Require franchise and chain store developers to follow strict location and design guidelines to preserve community character; and
- Regulate placement of cellular towers within the community.

Henry Ward Beecher, the 19th century clergyman, reminded us that “We should so live and labor in our times that what came to us as seed may go to the next generation as blossom, and what came to us as blossom may go to them as fruit.”

America’s natural beauty and distinctive communities are the fruits of divine and human creation. This creation is not ours to squander in sprawl but to tend and pass on to future generations. ■

**Chicago has a long tradition of exceptional architecture and accessible public spaces.**

## Seven Principles for Scenic Conservation

*We envision a future in which we....*

- 1** Retain the distinctive character of our communities and countryside by rebuilding older cities, towns and suburbs as beautiful places in which to live and work; and conserving agricultural land and open space;
- 2** Foster new development that respects the special character of places as defined by their distinctive geographical features, cultures, climate and natural systems;
- 3** Encourage a balance of regulatory and market approaches to protect scenic resources including rewarding land stewardship by property owners, local governments and corporations; and providing disincentives for practices that destroy scenic values;
- 4** Design a national transportation system that respects aesthetic values as well as economic and energy efficiency, social equity, and environmental qualities;
- 5** Prevent mass marketing and outdoor advertising from intruding on the landscape or community appearance;
- 6** Teach young people to value the visual environment and to create and respect places of beauty; and
- 7** Actively engage business, industry, civic and professional organizations in the movement for a more scenic America.





# Smart Growth *Scenic Growth?*

**S**cenic America is part of two national coalitions addressing sprawl. First, we are a Partner in the Smart Growth Network, an alliance of environmental and community groups, government officials, and business interests seeking common

With support from the George Gund Foundation, we are promoting our national Smart Growth/Scenic Conservation Agenda for attractive growth. For example, our work in the Virginia Piedmont hinges on protecting the historic, scenic

*We believe that growth is not smart unless it is also scenic.*



**Smart growth programs encourage historic preservation and foster walkable communities dotted with parks, open spaces, and scenic views.**

solutions to better planned development. Sponsored by the Environmental Protection Agency, the network publishes case studies and updates on smart growth activities, including research on the economic advantages of planned growth, and maintains an extensive website ([www.smartgrowth.org](http://www.smartgrowth.org)).

Second, Scenic America is a founding member of the National Smart Growth Coalition. The Coalition is comprised of a variety of environmental and public interest groups that will advocate for specific policy proposals on land-use and development.

We believe that growth is not smart unless it is also scenic. Thus, we are working to make the connection between scenic conservation and smart growth explicit in our funded projects, as well as through our coalition-building.

Route 15 corridor from rampant growth which threatens to overrun this treasured region. And we are active in the growing movement in Pennsylvania to protect scenic places.

We join elected officials, planners, conservation groups, and others in searching for new ways to protect our landscape and communities. Voters, politicians, planners, business people, and citizens everywhere are realizing that they have the right — and responsibility — to preserve the distinctive character of their communities.

Even more encouraging, top business leaders have begun to take note. Hugh McColl, Chairman of Bank of America, the largest lending institution in America, noted in a recent speech in Charlotte, NC: "I've flown across our great country many times in the past year, and every time I'm struck by two things: first, the sheer beauty and wonder of the natural environment...as well as a tremendous sense of responsibility for taking care of it; and second, a profound sadness in seeing

clearly the unintended consequences of spontaneous, prolific, undirected development."

The growing national debate about growth and land conservation provides an excellent opportunity for Scenic America and our affiliates to advocate for long-term protection of natural beauty and the distinctive character of communities. We welcome this challenge. ■

## Gifts for the Future

**M**aking a bequest to Scenic America is a simple and straightforward way to ensure that Scenic America can protect natural beauty and distinctive community character for years to come. The following language will help your attorney in preparing your will or adding a codicil to your present will: "I give, devise, and bequeath the sum of \$\_\_\_\_\_ to Scenic America, a nonprofit corporation organized under the laws of Pennsylvania and operating from its current business address of 801 Pennsylvania Ave., SE, Suite 300, Washington, DC 20003, for its general purposes."

For additional information on bequests or other forms of tax-wise giving, please contact Ray Foote at 202-543-6200 or [foote@scenic.org](mailto:foote@scenic.org). ■

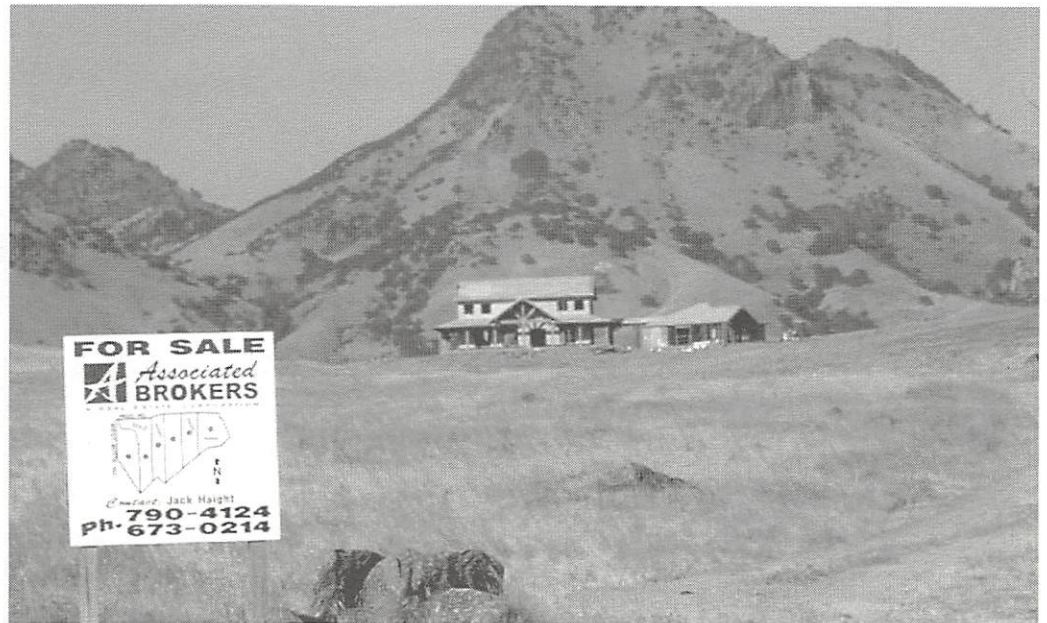


# Protecting California's Landscape

## Scenic America Launches New Project

**S**cenic America and Scenic California, one of our seven state affiliates, have launched a project to help protect California's scenic landscapes. Funded by the David and Lucile Packard Foundation, the California Scenic Research Project will culminate in a report providing strategies to protect the scenic heritage of California's Central Valley and Sierra Nevada.

The California Scenic Research Project is part of the Foundation's five-year, \$175 million "Conserving California Landscapes Initiative." The Foundation's goal is to conserve at least 250,000 acres in California's Central Coast, Central Valley, and the Sierra Nevada. The program places priority on conserving "scenic viewsheds, open space, recreational access, viable natural systems, and agricultural lands."



California has a long and impressive history of environmental protection marked by strong gains in air and water quality. Despite these victories, however, visual pollution and unplanned development are changing the face of the landscape. In order for California to retain its natural beauty and

distinctive community character, it is essential that citizens, officials, and organizations specifically address the protection of scenic resources.

Through our California Scenic Research Project, we will work with communities and organizations in the Central Valley and the Sierra Nevada to

**Agricultural and rural areas, like California's Central Valley, are under tremendous growth pressures.**

identify important scenic qualities and assess key threats including inappropriate development, sign proliferation, insensitive highway projects, and other factors. We and our state partner will review existing state laws and local ordinances for protecting scenic character, as well as policies that are contributing to the loss of scenic beauty.

We will also examine opportunities to use Geographic Information System (GIS) mapping to record areas of exceptional scenic value to help guide future decision making. Finally, we will evaluate existing organizations' capacity to undertake scenic conservation in the Valley and Sierra Nevada. ■

## SCENIC AMERICA BIDS FAREWELL TO VESPE

**O**n June 9, 1999, Scenic America bade farewell to Vice President for Policy and Communications Frank Vespe. He will become the Executive Director of TV-Free America, which seeks to encourage Americans, especially children, to reduce dramatically the amount of television they watch in order to lead healthier and more connected, active lives.

Vespe served on Scenic America's staff for over eight years. After an internship in 1991 he became Development Associate. Subsequent positions he held included Communications Director and Policy Director before he assumed his current role.

As Vice President, Vespe directed the organization's federal policy, media relations, and technical

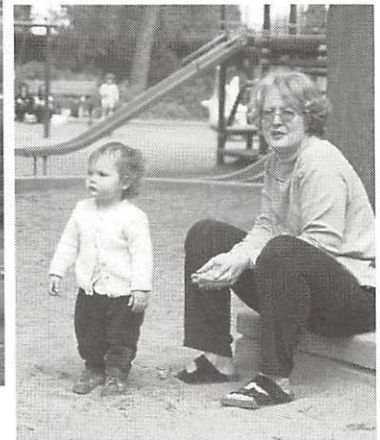
assistance and outreach functions. He developed and implemented successful campaigns to protect scenic byways legislation and to obtain provisions making highway design more flexible and responsive to community concerns. He spearheaded the organization's successful 1998 effort to boost federal funding for scenic byways and transportation enhancements. He has also worked to enhance the organization's research efforts, most notably with the April, 1997, publication of the ground breaking report, "The Highway Beautification: A Broken Law" and our forthcoming handbook, "Fighting Billboard Blight: An Action Guide for Citizens and Public Officials." Good luck, Frank! ■



# ON CAPITOL HILL



Resources 2000 would fund acquisition of open spaces as well as renovation of historic sites and urban parks like these in Seattle.



## Resources 2000 Efforts Could Protect Scenic Beauty

**T**he 106th Congress has unveiled several bold and visionary commitments to protect America's great natural, historic and cultural resources.

The House Resources Committee and the Senate Energy and Natural Resources Committee are currently considering H.R. 798, introduced by Rep. George Miller (D-CA), and S. 446, introduced by Senator Barbara Boxer (D-CA). The bills, known as Permanent Protection for America's Resources 2000, would guarantee permanent annual funding for eight high-priority environmental trust funds whose revenues derive from royalties for off-shore oil and gas drilling.

Resources 2000 includes full funding for three esteemed programs enacted in the 1960's and 1970's: the Land and Water Conservation Fund (LWCF), the Urban Parks and Recreation Recovery

Program (UPARR), and the Historic Preservation Trust Fund (HPF). Funds would go to the states to purchase open space, restore urban parks and historic buildings nationwide, preserve farmland, and restore habitat and ocean resources.

*Funds would go to the states to purchase open space, restore urban parks and historic buildings nationwide, preserve farmland, and restore habitat and ocean resources.*

Scenic America strongly supports these bills. In coalition with numerous other public interest organizations, we have been working to ensure that the legislation which finally does pass is based on the following principles:

- the various trust funds should receive full and permanent funding;
- funding for the LWCF should be split 50-50 between the state and federal components;
- the funding formula should not provide any incentive for the states to allow increased off-shore drilling; and
- the acquisition of easements on lands of outstanding scenic quality should be allowable for states under the LWCF.

Scenic America believes that allowing easement acquisition would greatly improve the final bill by providing funds to protect scenic values or working lands.

The next several months will be crucial in determining the fate of these proposals.



## What You Can Do

- Contact your Members of Congress and Senators and urge them to co-sponsor Resources 2000 (H.R. 798 in the House of Representatives and S. 446 in the Senate), including full and permanent funding for the LWCF.
- Tell them you support funding for the array of conservation programs included in Resources 2000.
- Urge your representatives to oppose any legislation that would create incentives for accelerated offshore oil drilling and impose damaging restrictions on the use of LWCF funds.
- Most important, urge your representative to permit the acquisition of easements for lands of outstanding scenic quality in the legislation. ■

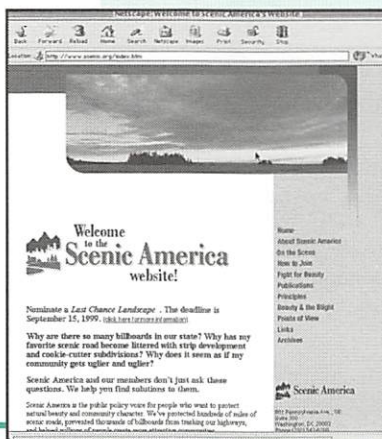
## Taming the Towers

Last fall, Scenic America, along with other scenic advocates, successfully fought off bills which would have given the wireless communications industry practically unfettered access to our public lands for the placement of cellular towers. Additionally, the legislation would have made it more difficult for federal lands managers to reject, and the public to review and comment on, applications for cellular tower placement.

This year, some believe that the telecommunications industry will be back, pushing for greater access to public lands. Meanwhile, other members of Congress are exploring legislation that would restore to communities a greater degree of local control than exists now.

Scenic America and conservation organizations like the National Parks and Conservation Association, the Trust for Public Land and the American Hiking Society are working to make sure that communities have effective control over these often-massive towers. We are also working to ensure that federal lands managers retain the right to reject towers that are incompatible with the larger goals of the National Park Service and other federal land managing agencies. ■

# ON-LINE AT www.scenic.org



Looking for critical scenic conservation information? Need to know the dates of Scenic America events? Just want to hear the latest from Scenic America?

Then check out our new website, [www.scenic.org](http://www.scenic.org). Launched in January 1999, our site is loaded with information which we constantly update.

The site provides a selection of our fact sheets, current press releases, actions alerts, upcoming events and much more. Back issues of *Viewpoints* and *The Grassroots Advocate* are on-line, as well. To fill in blanks in your scenic conservation library, check out our list of publications. You can print out an order form and mail in your selections. And don't miss our photo gallery. We are currently featuring images that demonstrate the hypocrisy of the billboard industry – the difference between what they say and what they do.

You can also find all the latest information about upcoming events at [www.scenic.org](http://www.scenic.org) including our Affiliate Workshop which will be held September 25-26 in Washington, DC.

We hope you'll find the site attractive and easy to navigate. You can find out what's new by checking out our home page and looking for the flashing "NEW" icon.

Come visit us on the world wide web. And while you're there, drop us a line at [webmaster@scenic.org](mailto:webmaster@scenic.org) and tell us what you think! ■





# Scenic America Names Two Award Winners

**O**n April 10, Scenic America presented two awards, a Lifetime Achievement Award to Charleston (SC) Mayor Joseph P. Riley and a Stafford Award to Barbara Sandford of Plainfield, NJ.

Scenic America presented its second-ever Lifetime Achievement Award to Riley in recognition of his exceptional efforts to preserve and enhance the distinctive character and beauty of Charleston. Lady Bird Johnson received the first Scenic America Lifetime Achievement Award in 1991.

The event also marked Riley's second award from Scenic America. He received



**Stafford Award winner  
Barbara Sandford from  
Plainfield, New Jersey**

in an agreement between the city and area billboard operators in which the billboard industry agreed to a prohibition on new billboard construction and to the removal of numerous billboards, including those in the historic district.

Riley has been a national leader in historic preservation and in efforts to turn community historic and cultural resources into engines of economic growth. First elected in 1975, Riley has spearheaded

Meg Maguire, Scenic America president, noted, "Mayor Riley's leadership in Charleston and nationally has advanced the cause of scenic conservation across America. He is truly deserving of this exceptional recognition."

Barbara Sandford received a Stafford Award in recognition of her efforts to fight billboards and to preserve natural beauty.

Sandford is a cofounder of Scenic America and, after 20 years, has just retired from our Board of Directors. She has long fought against billboard blight and for natural beauty along our nation's roadsides. She is also a founder of Scenic New Jersey, our associate in the Garden State, and an active member of the

Garden Club of America.

Maguire said, "Barbara Sandford was one of just a handful of people with the vision and tenacity to make Scenic America a reality. It is always especially rewarding to pay tribute to one of our own, and through her years of achievement, Barbara has earned this award."

This year marks the ninth presentation of Stafford Awards, which are

presented to individuals or organizations which have made exceptional efforts to preserve and enhance natural beauty and the distinctive character of their communities. The Awards are named for former US Senator Robert Stafford (R-VT), an ardent advocate of scenic conservation during his tenure in Congress. ■



**Charleston, SC Mayor Joseph Riley, winner of Scenic America's Lifetime Achievement Award, shows Scenic America Board members some of his favorite spots.**

the city's efforts to preserve its history, protect its heritage, and conserve its beauty, while growing economically.

Riley has also served as President of the U.S. Conference of Mayors. He has been a strong and consistent advocate for historic preservation and scenic conservation in that organization, as well as in other national forums.

his first in 1993 for his efforts, on behalf of the city, to limit and reduce the visual pollution of billboards. Riley spearheaded a billboard control effort that culminated

*"Barbara Sandford was one of just a handful of people with the vision and tenacity to make Scenic America a reality."*



# New Publications Highlight Summer Reading

**O**, *Say, Can You See: A Visual Awareness Tool Kit for Communities* was developed by a team of landscape architects and planners from Scenic America; the Faculty of Landscape Architecture at the State University of New York at Syracuse, and the Rivers, Trails and Conservation Assistance Program of the National Park Service.

This publication offers 16 self-guided exercises to encourage people to open their eyes, assess their community's visual assets and think about how to preserve or enhance them. The book can help your civic group take a fresh look at your community appearance. We believe that knowing what you have and what you treasure is the first step in preserving it.

Why is it important to look in a new way at your surroundings? The simple answer is that what you see today may not be there tomorrow. Too often we take for granted the beauty and distinctive character of our communities — a special view of the mountains, the farmland on the edge of town, or an historic building at the center of the city.

Then, without warning, a road widening project demolishes an historic building, or farmland is transformed into a sprawling residential development. After

it's too late, people ask: "How could this have happened? What could we have done differently?"

This book can help you see what's coming before it's too late to act.

*Fighting Billboard Blight: An Action Guide for Citizens and Public Officials* is scheduled for release in August, 1999. This publication is designed as the essential guidebook for those who are tired of billboard blight in their communities and ready to do something about it.

*Fighting Billboard Blight* details what's wrong with billboards and what's right with beauty, giving detailed information on how to develop and implement your action plan to stop billboard blight. The book includes profiles of activists, case studies, fact sheets, an informative narrative about the history of billboard regulation, and numerous examples of ordinances which cities and towns have adopted to control billboards.

No scenic conservation library is complete without these new publications! Order a copy of *O, Say, Can You See* and/or *Fighting Billboard Blight* now and receive one of the following publications free of charge, while supplies last:

*More than Asphalt, Concrete, and Steel*. Published by the Federal Highway Administration. This publication explores

the evolution of thinking about road design, from mobility and safety only to today's emphasis on these along with protecting scenic resources, natural beauty, historic structures, and the environment.

*National Parks and Their Neighbors*. Published by the Sonoran Institute. This report provides great ideas and guiding principles for partnerships to support park purposes and community goals. ■

## ROBERTA M. HENDERSON INTERNS FOR 1999

**W**e are proud to welcome two new Roberta M. Henderson Interns for summer 1999.

Carrie Smith is researching state scenic byways programs and helping to establish our Scenic Conservation Resource Library. Lennette Wen Lee is researching the impact of selected federal laws on scenic beauty. Carrie will complete her B.S. in Biology in 2000, and Lennette will earn her B.A. in Political Science and Managerial Studies one year later. Both are students at Rice University. Scenic America established the special internship program in 1998 in recognition of the work of Roberta M. Henderson who chaired Scenic America from 1996-1998 and remains an active board member. ■

## PUBLICATIONS AND MEMBERSHIP ORDER FORM

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

### Scenic America Membership:

☐ Individual \$25      Organizational: ☐ Local/State \$50 ☐ National \$100

### Please choose your bonus publication.

☐ *More than Asphalt*      ☐ *National Parks*

Total Enclosed: \$ \_\_\_\_\_

Payment Method: ☐ Check      ☐ Purchase Order  
☐ Visa      ☐ Mastercard      ☐ American Express

Card Number \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature \_\_\_\_\_

Purchase order number \_\_\_\_\_

Please send me \_\_\_\_\_ copy(s) of  
*O, Say, Can You See: A Visual Awareness Tool Kit  
for Communities* for the price of \$24.95 each  
(includes shipping and handling).

Please send me \_\_\_\_\_ copy(s) of *Fighting  
Billboard Blight: An Action Guide for Citizens  
and Public Officials* for the price of \$24.95 each  
(includes shipping and handling).  
Expect delivery in August 1999.

Please mail or fax this form to:  
Scenic America, 801 Pennsylvania Ave., SE,  
#300, Washington, DC 20003  
Tel: (202) 543-6200 Fax: (202) 543-9130  
Please make checks payable to  
Scenic America. Thanks!



## HELP US IDENTIFY “Last Chance Landscapes”

Scenic America issues a call for nominations for our first annual list of Last Chance Landscapes. This list will identify and publicize ten landscapes across the country whose scenic character is threatened, perhaps by sprawling residential development, a clump of big box stores with acres of asphalt parking lot, or an influx of billboard blight.

This program grows out of our earlier, highly successful efforts to identify America's Most Important Scenic Byways, which for four years focussed public attention on the fragile character of our nation's scenic roads. Now, with the National Scenic Byways Program in full operation with 53 roads designated, Scenic America will take a broader perspective.

Scenic America seeks nominations to identify critical landscapes across the nation that are threatened by unplanned

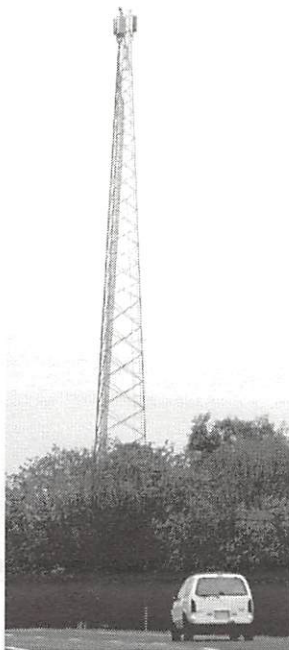
growth, billboard blight, towering cellular towers, or highway projects which are inappropriate for the area.

We will select landscapes not only because they are threatened but also because they can still be preserved. The landscapes on this list will identify both specific problems and specific solutions, highlighting how we can seize opportunities to protect our scenic heritage.

The deadline for nominations is September 15, 1999. To obtain a Last Chance Landscapes nomination form and criteria, please see our web site at [www.scenic.org](http://www.scenic.org), or call (202) 543-6200

to request a copy.

We are grateful to the Fleming Charitable Trust, Compton Foundation, Wallace Genetic Foundation, and Claneil Foundation for making the 1999 Last Chance Landscapes program possible. ■



## SCENIC AMERICA WELCOMES NEW BOARD AND ADVISORY BOARD MEMBERS

Scenic America is pleased to welcome three excellent new members to our Board of Directors: Robert Bonnie, Ruth Hawkins, and Roger Ulrich. Mr. Bonnie was an intern at Scenic America a number of years ago and has been an economist with the Environmental Defense Fund's Wildlife Program since 1995. Ruth Hawkins is Director of Delta Heritage Initiatives for Arkansas State University's Delta Studies Center. As such, she is Director of the Hemingway-Pfeiffer Museum and Educational Center and Crowley's Ridge Parkway Coordinator. After attending Scenic America's conference in 1997, Ms. Hawkins helped get Crowley's Ridge designated as a National Scenic Byway. Roger Ulrich is Director and co-founder of the Center for Health Systems Design at Texas A&M University. He has done groundbreaking research on the effects of the visual environment on emotional and physical health and well-being.

We are also pleased to welcome three distinguished individuals to our Advisory Board: Richard D. Lamm, former governor of Colorado; Dr. Henry A. Jordan, President of the Claneil Foundation; and Tony Hiss, author of *The Experience of Place*. ■



Scenic America Viewpoints  
801 Pennsylvania Ave, SE, Suite 300  
Washington, DC 20003  
(202)543-6200  
[www.scenic.org](http://www.scenic.org)

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