

Scenic America Viewpoints

www.scenic.org



SPRING, 2000

Citizens Across America Say “ENOUGH BILLBOARDS!”

The \$4 billion billboard industry is alive and prospering, earning more money every year as the industry sells advertising based on the argument that with more cars on the road, more customers will see their ads. The billboard industry is well organized, and it has large cash reserves for lobbying activities and campaign donations. On occasion, billboard companies are the largest donors to legislators' campaigns.

When citizens and local officials protest at the proliferation of billboards, and ask for limits on the number, size, content, or technological complexity of the signs, billboard companies often argue that their property rights are at stake, while ignoring the property rights of adjacent property owners and the public.

But increasingly, despite threats of legal action, strong

lobbying, and outright intimidation by the billboard industry, people across the country are fighting against billboard blight in their communities.

RECENT DECISIONS ELATE, DISAPPOINT PRO-BEAUTY ADVOCATES *Tree Cutting Bill Dies in Kentucky*

In late March 2000, House leaders in Kentucky killed a bill that would allow billboard owners to cut down trees on public property that obscure their signs. The bill, which had already cleared the Kentucky Senate, would not be called for a vote in the House. Calling the bill “bad legislation,” House Majority Leader Greg Stumbo said, “Why should they cut public property down to put up a damned old billboard?”

Quoting former Rep. Paul Mason, who died in 1998, Mr. Stumbo said, “Laws are made by fools like me, but only God can make a tree.” Proponents of Senate Bill 172 argued that the bill is needed to protect the

state’s tourism industry, but Tom FitzGerald, executive director of the Kentucky Resources Council, said that the decision to kill the bill is good news. “We have opposed the bill because I have a problem with destroying public property in order to assure that billboard owners are able to maintain a captive audience,” said Mr. FitzGerald.

Baltimore’s Hard-Won Victory Over Billboards

In early March 2000, the City Council overwhelmingly passed a bill to ban new billboard construction in the city of

Baltimore. In a crowded ceremonial room on March 27, Mayor Martin O’Malley signed the bill into law, his first since taking office.

First District Councilwoman Lois A. Garey shepherded the bill with two abstentions from the 19-member council. After the Mayor signed the bill into law, Ms. Garey, chairwoman of

the land-use committee, said, “What a win! What a bill to be the first one for [the mayor] to sign.”

Maryland Judge Upholds Billboard Ban

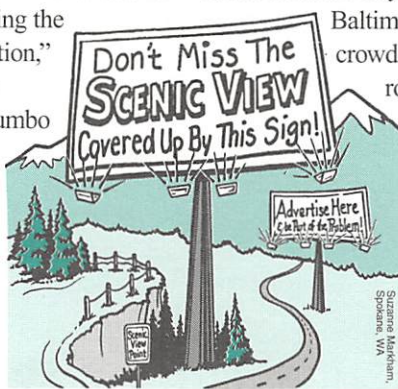
On March 29, 2000, a Montgomery County circuit court judge upheld the county’s right to ban billboards, and ruled that the county does not have to pay Baltimore-based Revere National Corporation \$4.4 million to remove its more than 30 illegal signs. The decades-old case dates back to 1968 when the county passed an ordinance requiring billboards to be set back from existing rights of way.

Montgomery County Executive Douglas Duncan said that the county would issue an order for the billboards to be taken down. “Once again the county has prevailed in court to remove these eyesores from our roadways and communities,” said Duncan. “We want them down as quickly as possible.”

“The billboards up today are illegal and should come down immediately,” said Assistant County Attorney Clifford Royalty. “Revere National has had more than 30 years to make a profit from the billboards and is not entitled to any compensation.”

Port St. Lucie Terminates Contract With Eller Media

In January 2000, Port St.



Scenic America wishes to thank Grant Jones of Jones & Jones Architects and Landscape Architects, and a Scenic America board member, for underwriting the cost of the design and printing of this newsletter. For more on the work of Jones & Jones, please see the article, Roads that Heal, U.S. Highway 68, The Paris Pike on page 6.

■ Roads That Heal

Page 5

■ Getting It Right ...

Page 6

■ Alabama Moves Ahead ...

Page 8

■ New Board Members

Page 10

■ “Last Chance” Nominations

Page 12

Lucie's City Council voted to terminate a controversial multi-million-dollar contract with Eller Media, that would have allowed at least 20 new billboards along Interstate 95 and Florida's Turnpike.

The vote to terminate the contract and refund Eller Media's \$50,000 deposit came a month after city officials were accused of hiding information from the public. Eller Media has threatened a lawsuit against the city, alleging a breach of contract.

Billboard Bills Undermine Local Authority in Virginia

In March 2000, companion House and Senate bills passed both houses of the Virginia legislature, in spite of concerted efforts by Scenic Virginia. The bills prohibit the elimination of outdoor advertising structures along any highway in the Commonwealth through amortization without cash compensation.

Another Senate bill that passed in March changes the way in which the jurisdiction compensates owners for condemned property. Now, rather than having the jurisdiction pay the owner a settlement that includes the expense of buying out any pending leases, the bill allows billboards be placed in a separate class from other land uses, and requires a separate condemnation action. The value of the billboard is then established by other methods, such as, up to 20 years of income, rather than by the amount of the remaining lease.

St. Paul's Near Miss

In November 1999, a slim majority of St. Paul voters voted against a proposed

ban on the construction of new billboards and removal of the city's 600 existing billboards. A number of grassroots groups, including Scenic St. Paul, pushed for the ban that failed by a margin of 53-47 percent.

The grassroots groups raised nearly \$16,500 to fund their campaign to ban billboards in St. Paul. The Stop the Ban Committee and Eller Media, which owns 80 percent of the city's billboards, spent more than \$450,000 to rally support against the initiative.

An Eller spokesperson said the ban campaign was driven by "extremists."

Bill Passed in March Will Shield Illegal Billboards in Tucson

In March 2000, the Arizona State House and Senate passed HB 2559, which takes direct aim at Tucson's strong billboard ordinance. Critics say the measure will shield about 135 allegedly illegal billboards in Tucson from code enforcement, and moves the jurisdiction for billboard violations from municipal court to state Superior Court. At the time this article went to press, the bill was headed for signature by Governor Jane Hull. Scenic America has urged Governor Hull to veto the bill.

The Neighborhood Coalition of Greater Tucson aggressively opposed the bill, along with the Neighborhood Coalition of Greater Phoenix, the NAILEM neighborhood group in Phoenix, Friends of Flagstaff's Future, the League of Arizona Cities & Towns, astronomy interests, and various municipalities. Scenic America member Mark Mayer led the fight against HB 2559. Eller Media sued Mr. Mayer in October 1999, alleging that his activities were "harassment", but the court summarily dismissed the suit in January.

FIGHTING THE GOOD FIGHT!

Even as we go to press with this issue of *Viewpoints*, citizens in many communities around the country continue to fight the billboard industry. Here are some of the key battles:

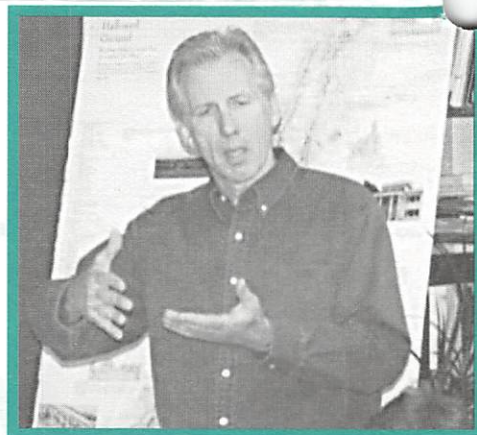
Save Our Scenery (SOS) 2000 - Missouri

On March 21, 2000 the Save Our

Scenery (SOS) 2000 committee filed over 130,000 signatures with the Missouri Secretary of State to place an initiative before voters in November. The ballot measure will stop the construction of new billboards along interstate and primary highways in Missouri. It will also affirm the right of local governments to regulate billboards and prohibit the billboard industry from destroying trees on public highway right-of-ways. Missouri currently has one of the weakest laws regulating billboards in the country. With more than 13,500 billboards along major highways, Missouri has three times as many per mile as eight neighboring states.

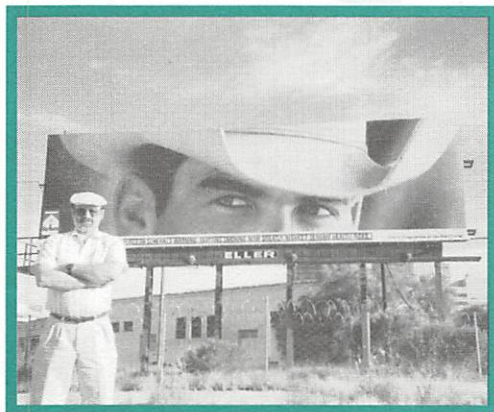
"I am proud that our initiative to preserve Missouri's scenic beauty and restore local control is the first to submit signatures for the year 2000," stated Karl Kruse, SOS 2000 campaign director. "And we did it with 56,000 more signatures than required, which proves that we have strong, statewide support."

Getting on the November ballot is just the beginning for the SOS 2000 campaign. Opposition from the billboard



Karl Kruse

industry and its allies in the Missouri Legislature promises to be stiff. But the campaign has powerful supporters, including the St. Louis Post-Dispatch, which wrote in a March 15 editorial "Despite claims to the contrary, this petition won't create a state full of lost tourists. . . . But without billboards blocking the view, visitors might get a better peek at the Ozarks' gently rolling hills or the striking silhouette of the Gateway Arch. After all, that's what they come to see."



Mark Mayer

Representatives from an anonymous donor and the principals from a Ft. Lauderdale advertising firm called the Smith Agency formulated the "God Speaks" campaign in early 1999. The plan called for designing a series of billboards with seventeen "God sayings" to be rolled-out throughout the donor's home area of Miami/Ft. Lauderdale.

God Speaks asks . . . "What would God say to us if he had a voice (or in this case a billboard or two) to present His message into the hearts and minds of millions of people?"

The campaign spread across the country. In Akron, Ohio, long-time Scenic Ohio activist Eugene Smith mailed this letter to *The Beacon Journal*. It was printed on April 1, 1999:

GOSPEL WRIT LARGER THAN ON A BILLBOARD

This commentary is relayed through Eugene Smith of Design Management Architects in Akron.

I was driving down West Exchange Street last week, talking to God. He happened to bring up your March 20 Page One feature article "Billboards Spread

Word" . . . messages from God. He asked me to pass on the following to you:

"False prophets maybe, but definitely not from my kingdom. The billboard people have been invoking my name for years in the name of commerce and greed. They cut down my trees. Ruin my landscapes. Block my sun. Still my breezes. Some of my best work has been ruined by secular thinking. Jimmy Bakker. Jimmy Swaggart. And the outdoor advertising industry. I don't do outdoor advertising. My media of choice are tablets, conscience, and that Book that's still on the bestseller list. If you really want the Word, as I gave it, go to the source. Here are a few of my originals that come to mind:

Defile not therefore the land which ye shall inhabit — *Numbers 35:34*

I am against the prophets, saith the Lord, that use their tongues, and say, He saith — *Jeremiah 23:31*

They which preach the gospel should live of the gospel — *1 Corinthians 9:14*

I like your paper, by the way."



On March 8, 2000, the Smith Agency announced that it will launch "God Speaks to Kids," the second phase of the "God Speaks" public service campaign.

South Carolina Citizens Declare "Ugly Billboards Hurt the Community"

The Columbia, SC City Council is considering a "cap, replace, and overlay" ordinance that would freeze the number of billboards in the city, but also allow companies to replace one square foot of billboards for every two they take down. Depending on size, billboard companies could place the new billboards only in certain zones, and the ordinance would require that the planning commission and the City Council approve any replacement billboard.

Citizens, concerned that the proposed ordinance is too lenient, charge that billboard companies have undue influence with the Council. Although Lamar Outdoor Advertising announced in December that it would quickly remove several objectionable billboards, the company has removed none.

Reno, Nevada Citizens Determined Not to Let City Become Billboard Capital of the World

Citizens for a Scenic Reno formed in January 2000 to defeat a proposed ordinance that could radically increase the

number and location of billboards in the city. The city of Reno has put the ordinance on a fast track with a vote scheduled in March. Citizens for a Scenic Reno wants the vote delayed until September. The group also wants better information on the number of billboards that currently exist, and seeks expansion of the City Council's billboard subcommittee to include members of the community. "If this ordinance is passed, it's going to make us the billboard capital of the world," said Doug Smith, spokesman for the scenic group.

Scenic Wisconsin Forming to Fight Billboard Blight

Under the leadership of Chuck Mitchell, a number of Scenic America members are organizing Scenic Wisconsin to promote state Senate Bill 18 which will ban new billboard construction in Wisconsin. ■

Dr. H. Frederick Reisz, Jr. is president of Lutheran Theological Southern Seminary and a resident of Columbia's Eau Claire neighborhood. In a December 22, 1999 *The State* editorial, he wrote about Eau Claire's years-long struggle to better its appearance, and the work done by countless neighborhood organizations, churches, and schools to renew the community they love.

But, Dr. Reisz continues, ". . . our neighborhood's development and joy have been stamped — cancelled, again by the blight of a monstrous billboard hulking its power on North Main Street right at the entrance to our beloved community." Charging that "the billboard appeared literally overnight!", Dr. Reisz writes, "It will be garishly lit and declare that our decades of work, our pride in saving historic structures, our guarding of the upgrading of commercial properties in our community can be overpowered, in a night, in a moment, without a word to us!"

Dr. Reisz ends his editorial with determination. "This is our neighborhood. People and beauty matter even in the midst of struggle, poverty and racial oppression," he writes. "We will still sing our hymns of joy, and you can bet we will raise our voices in protest. Try to kill our spirits; we are a people of determined resurrection!"

THE BIG Picture

BY MEG MAGUIRE, PRESIDENT

A SCENIC CENTURY?

As I write this first column of the new millennium, I can see from my office window the domes of the U.S. Capitol and the Library of Congress, and the graceful obelisk of the Washington Monument as it slowly sheds its scaffold-skin to reveal a gleaming restored landmark. If we were to judge our predecessors by their civil works, the mid- and late-19th century would rank high on stunning beauty and remarkable durability — a legacy of timeless value.

How will history — our children, and our children's children — judge the legacy you and I will leave? Will we continue to abandon our central cities and ravage the open landscape with strip malls, billboards, wireless towers and suburban sprawl? Or will we beautifully restore and rebuild our older communities and preserve the rural countryside? Invest in a first-class, energy-efficient transportation system, and design roads to respect the natural and constructed environments through which they travel? Restore urban parks and designate all qualified wilderness? One hundred years from now, will



people say that our legacy of timeless value was a scenic century?

Scenic America's #1 goal is to build a citizen movement for scenic conservation. We believe that only with widespread grassroots action can we reclaim

America's scenic heritage. Our growing network of state affiliates, associates and city/county cooperating agencies now reaches coast-to-coast, with new organizations springing up every year. Our web site is generating inquiries and enthusiasm from across the country and around the globe. Orders for our publications and requests for assistance have soared.

Future generations will certainly have to give activists in our generation an A for Effort. Citizens in cities from Spokane, WA to Baltimore, MD are stopping new billboard construction in spite of industry threats of lawsuits. Leaders of over 1200 land trusts are saving farmlands, wetlands, coastal lands and wild lands through easements. Conservationists are linking the country with greenways, trails, byways and heritage corridors. Preservationists are rescuing America's Main Streets. Landscape architects are

helping people reach consensus about how to live better with nature. And, astonishingly, 27 governors referenced "smart growth" in their recent state of the state addresses, demonstrating the bipartisan nature of this emerging perspective.

Even the folks under the dome of the US Capitol are starting to get the picture. The House and Senate are seriously considering several \$3 billion "green infrastructure" bills which will provide full and permanent funding for the Land and Water Conservation Fund and the Historic Preservation Fund, plus reinvestment in urban parks, wildlife conservation, marine and coastal conservation, and farmland preservation. Even Congress seems to have an eye on history.

From road design along the Paris Pike in Kentucky, to the billboard battles in Missouri and Arizona, the people behind the news in Viewpoints are shaping our scenic conservation movement with energy, perseverance and, most importantly, love of our country and its magnificent beauty. The good news as we begin 2000 is that millions of Americans are determined to leave a legacy of timeless value — a scenic century. ■



National TV-Turnoff Week 2000 is an ideal time to seek out the special places in your community.

SEE YOU OUTSIDE!

During National TV-Turnoff Week 2000—April 24–30, millions of Americans will disconnect from their TV sets, and reconnect with their families and communities.

Why not take this time to look at your surroundings in a new way using Scenic America's *Oh Say Can You See: A Visual Assessment Tool Kit for Communities*? The *Tool Kit* is a guide to help you and

your neighbors take a fresh look at local appearance, and decide what to do as a result of your observations.

Tool Kits are available for only \$25, which includes shipping and handling. Order your tool kit today by calling us at (202) 543-6200.

For more information on National TV-Turnoff Week 2000, visit TV-Free America's website at www.tvfa.org. ■

ROADS THAT HEAL:

U.S. Highway 68, The Paris Pike

U.S. Highway 68, The Paris Pike, is one of the most design-sensitive highway projects since the Merritt and Blue Ridge Parkways of the 1930's and has redefined the role of the landscape architect in highway design. The project is also one of the best examples in the country of place-based and community-based planning and context-sensitive highway design. Jones & Jones of Seattle, WA developed innovative and flexible highway design techniques, carefully reconstructing the highway through the diverse scenic, historic, and natural features to heal the land.

Paris Pike winds through picturesque, rolling hills of the Inner Bluegrass Region of central Kentucky, connecting the metropolitan area of Lexington with the small rural community of Paris. The highway is part of a 10,000-acre historic district symbolic of the beauty and character of the region. Paris Pike has also been the center of a debate for more than three decades over ways to make the road safer and improve accessibility while maintaining these scenic and cultural resources.

In 1973, the state proposed that Paris Pike become a four-lane divided highway with a uniform forty-foot median. Public uproar over the project's impacts on the historic corridor resulted in the filing of a civil suit, and a court injunction halted the project in 1979. After a series of fatal crashes and several additional corridor studies, key participants developed a for-

the injunction was lifted, and the project got a fresh start.

Paris Pike required an innovative approach to transportation planning, one which looked at the landscape first to determine how best to make the road fit the land. This new approach allows the intrinsic natural landscape patterns found within the corridor to serve as a framework for design. Analyzing the landscape patterns in the corridor led to the identification of eighteen individual Landscape Units, which then combined to create six Landscape Districts, each with its own unique character and pattern. These in turn were used to define Opportunity Zones; broadly identifying the corridor where four travel lanes could be constructed. Within these Opportunity Zones, Jones & Jones created cross sections and road alignments meeting American Association of State Highway and

Transportation Officials (AASHTO) "Greenbook" standards while preserving the existing resources. The final design solution for Paris Pike is a unique, sensitively designed four-lane, bifurcated highway dodging the resources it protects.

A critical component contributing to the project's success was the opportunity for in-depth public involvement. Property owner workshops, electronic polling and other measures made it easy for local stakeholders to express their opinions and concerns. Frequent newsletters helped keep everyone up to date. Sophisticated computer graphics communicated design ideas in an accurate and understandable way.

The first phase of Paris Pike is currently under construction. Fitting the road to the landscape is proving to be successful. Large trees, masses of vegetation, rolling hills, stone walls and other historic features are now preserved, and the new road has a scenic quality reminiscent of typical

rural Kentucky roads. New stone walls are consistent with the existing historic walls, and new plantings help maintain the visual character of the corridor. The second phase of the road will begin construction in 2000 with the final phase scheduled for completion in 2004. This breakthrough in transportation planning ensures that Paris Pike will continue to be a symbol of the Bluegrass Region and a



View of northbound lanes around knoll looking across Canefield Farm and the old railroad line, Houston Creek Landscape District.

source of pride for future generations of Kentuckians who travel the road.

ABOUT JONES & JONES

Jones & Jones Architects and Landscape Architects is an international design firm known for the integration of architecture and landscape architecture, and a profound respect for the natural and cultural heritage of places. For thirty years, Jones & Jones has built a diverse practice that includes nature and interpretive centers, museums, zoological and botanical gardens, scenic byways, parks, trails, greenways, recreational facilities, campus planning, river corridor planning and waterfront development. Today, a staff of forty architects, landscape architects, and planners work in project teams with specialized consultants on projects of public significance and celebration. Grant Jones, a founder of the firm, serves on the boards of Scenic America and the Landscape Architecture Foundation. ■

“Fitting the road to the landscape is proving to be successful.”

mal Memorandum of Agreement (MOA) outlining a vision for the corridor. The MOA generated an Advisory Task Force,

GETTING IT RIGHT IN THE RIGHT-OF-WAY

A Call for State Legislation on Context Sensitive Highway Design

Transportation is big business in the United States. Federal, state and local governments will invest over \$90 billion in the highway program this year. This may be bad news for America's communities and countryside if new and reconstructed roads destroy scenic, historic and environmentally sensitive areas, or if they fail to contribute to pedestrian- and bike-friendly communities. While we know how to get it right, in too many places we're still getting it wrong in the right-of-way.

Fortunately, the movement for reform in road design is underway and a growing number of far-sighted highway engineers are promoting a new way of thinking. Both the Intermodal Surface Transportation Efficiency Act (ISTEA) and the National Highway System legislation of 1995 adopted language that set the stage for context-sensitive design (also known as "flexible" or "place-sensitive" design). In 1997, the Federal Highway Administration (FHWA) published Flexibility in Highway Design, an invaluable book of sample projects that respect the natural and constructed environments.

In May 1998, the Maryland State Highway Administration, the American Association of State Highway and Transportation Officials (AASHTO), FHWA and 30 other groups including Scenic America, sponsored the highly successful "Thinking Beyond the Pavement"

conference. Five states — Kentucky, Minnesota, Connecticut, Utah, and

Maryland — are conducting pilot training programs for highway engineers in con-

MODEL STATE LAW TO FOSTER PLACE SENSITIVE HIGHWAY DESIGN ON AMERICA'S STATE AND LOCAL ROADS AND STREETS

Prepared by Scenic America, February 2000

Scenic America proposes that states adopt model language to foster context-sensitive highway design on state and local roads and streets. We have taken language from both Connecticut Public Act No. 98-118, and from Section 304 of the National Highway System Act of 1995, adding some original text to make clear the legislative intent.

PUBLIC ACT NO. _____ AN ACT CONCERNING ALTERNATIVE DESIGN CRITERIA FOR ROADS AND BRIDGES

It is the intent of the Legislature to encourage the highest quality design to ensure that road and bridge projects adequately meet our transportation needs, exist in harmony with their surroundings, and add lasting value to the communities they serve.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

a) On or before (date), the Commissioner of Transportation shall establish new design criteria to govern new construction, reconstruction, resurfacing, restoration, or rehabilitation of bridges, principal and minor arterial roads, collector roads and local roads and streets. The criteria shall take into account:

- 1) safety, durability, and economy of maintenance;
- 2) the constructed and natural environment of the area;
- 3) the environmental, scenic, aesthetic, historic, community, and preservation impacts of the activity; and
- 4) access for other modes of transportation, including those that promote physically active communities.

b) In establishing the criteria required under subsection (a) of this section, the Commissioner shall solicit and consider the views of chief elected officials and organizations including, but not limited to: those with expertise in environmental protection, historic preservation, scenic conservation, bicycle and pedestrian transportation, as well as regional councils of governments, rural development councils, the state council on the arts, the Federal Highway Administration and (add other categories as appropriate).

Certified as correct by:

Legislative Commissioner

Clerk of the Senate

Clerk of the House

Approved _____, 2000

Governor, State of _____

WAY: Highway Design

text-sensitive design. Both Connecticut and Vermont have adopted new design standards that are far more sensitive to the character of those states. So things are moving in the right direction, but slowly ... much too slowly.

In spite of all the talk about customer service and public involvement, few states fully include the public in the design process, have adopted context-sensitive design guidelines, or are re-training state and county highway engineers. Even as the public demands closer linkage of transportation and land use issues through "smart growth" policies, many departments of transportation still resist the growing demand for context-sensitive highway design.

In the sample legislation below, citizens can advocate for context-sensitive design through their state legislatures. State legislators can accelerate reform in highway design by promoting context-sensitive design and, where needed, by adopting legislation that requires that every road project in their state will a) fully involve citizens who are affected by the design or re-design of that road; and b) reflect sensitivity to the environment, to aesthetics and to the character of place. Our challenge is to work with those who champion reform — citizens, far-sighted state transportation officials, and national leadership organizations — to accelerate adoption of context-sensitive design by states. ■

SCENIC AMERICA ANNOUNCES PARTNERSHIP WITH ASLA

Scenic America is pleased to announce a cooperative agreement with the American Society of Landscape Architects (ASLA). This agreement, publicized in the February issue of ASLA's *Land* newsletter, will allow both organizations to build partnerships at the chapter level, exchange information, and educate each other's members about our respective missions.

For Scenic Americans unfamiliar with ASLA, its mission is to lead, educate, and participate in the careful stewardship, wise planning, and artful design of our cultural and natural environments. "There is an excellent fit between our organizations," said Scenic America's President, Meg Maguire. "ASLA's professional mission complements Scenic America's advocacy mission to protect America's natural beauty and distinctive community character."

The cooperative agreement will foster ways for Scenic America's affiliates and ASLA's chapters to interact and benefit from each other's knowledge. ASLA currently has chapters in 48 states, while Scenic America has affiliate, associate, or cooperating organizations in California, Florida, Kentucky,

Michigan, Missouri, North Carolina, Texas, Alabama, Illinois, Ohio, Tennessee, Virginia, Georgia, Minnesota, Montana, New Jersey, and Wisconsin. "As we continue to expand the affiliate network to encompass all fifty states, Scenic America will undoubtedly rely heavily on the expertise of ASLA members," said Maguire.

In addition, Scenic America members will learn more about the role of landscape architects through feature articles in upcoming issues of *Viewpoints*. *Landscape Architecture* will review recent Scenic America publications and ASLA members will be able to purchase them in the ASLA bookstore. Scenic America's Deborah Myerson and Meg Maguire conducted an ASLA distance learning course on scenic byways. And at the ASLA 2000 national conference, Meg and Chris Duerksen, long-time Scenic America board member, will conduct a workshop on our new publication, *Aesthetics, Community Character and the Law*. For more information on ASLA, please visit their website at www.asla.org. ■

Landscape Architecture Contributes to America's Scenic Beauty

BY DENISE THOMPSON
ASLA Public Relations Manager

Landscape architects have a special commitment to improving quality of life through the best design of places for people and other living things. As technical experts, artistic designers and environmental stewards, landscape architects create and manage environments for people, protecting and contributing to America's scenic beauty. Creating ways to bring more people into nature without destroying it, landscape architects

are stewards of America's natural heritage.

"Like Scenic America, landscape architects strive to add beauty to America's cities. Our profession works hard to unite communities, add health benefits and bring people closer to each other and their natural surroundings," said ASLA President Janice Cervelli Schach, FASLA.

From city council rooms to corporate
continued on next page

Landscape Architecture

from previous page

boardrooms, there is increasing demand for the professional services of landscape architects, reflecting the public's desire for better housing, recreational and commercial facilities, as well as an increasing concern for environmental protection.

More than any of the other major environmental design professions, landscape architecture is a profession on the move. It is one of the most diversified of the design professions. Landscape architects design the built environment of neighborhoods, towns and cities while also protecting and managing the natural

environment, from forests and fields to rivers and coasts.

Members of the profession are involved in the planning of such sites as office plazas, public squares and thoroughfares. The attractiveness of parks, highways, housing developments, urban plazas, zoos and campuses reflects the skill of landscape architects in planning and designing the construction of useful and pleasing projects.

In fact, the work of landscape architects

surrounds us. Many landscape architects are involved in small projects, such as developing plans for a new city park or site plans for an office building. Other have contributed their expertise to large scale projects, like preservation of Yosemite Park and Niagara Falls, creation of Boston's "emerald necklace" of green spaces, and restoration of Maryland's landscape along the Baltimore-Washington Parkway. ■

The American Society of Landscape Architects (ASLA), founded in 1899, is the association that represents the landscape architecture profession in the United States. The Society's mission is to lead, educate and participate in the careful stewardship, wise planning and artful design of our cultural and natural environments. For more information, visit ASLA's website at www.asla.org.

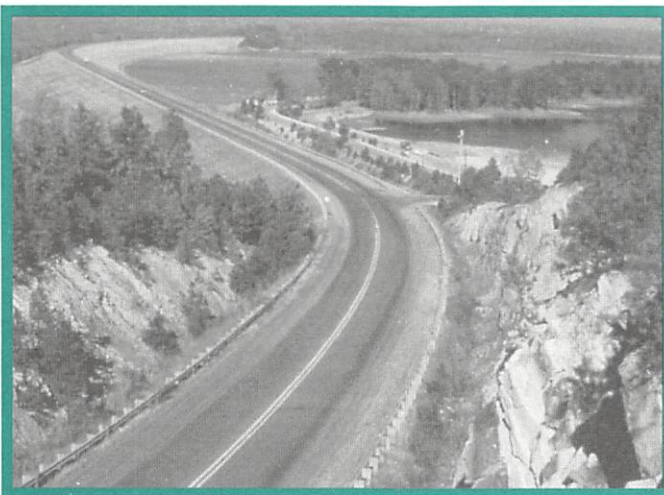
Getting It Right

Scenic America has been a leader for many years in promoting context-sensitive highway design. The Surdna Foundation has generously funded our work on this topic during the past two years including publication of our new Action Guide, *Getting It Right In the Right-of-Way: Citizen Participation in Context-Sensitive Highway Design* by Deborah L. Myerson, AICP, Director of Programs for Scenic America. The 24-page Guide includes information on community involvement in transportation planning, advises citizens on planning strategies for working with state highway engineers, provides basic road design vocabulary and information on federal laws that support context-sensitive design, and gives helpful case studies.

Getting It Right In the Right-of-Way also contains an excellent bibliography prepared by former Scenic America President Sally Oldham, whose work at

Scenic America and as a private consultant to state departments of transportation has greatly advanced the cause of context-sensitive design throughout the country.

We strongly encourage our readers to order this invaluable publication (\$5.00) and to make it known to other activists who want to Get It Right, Right Now! To order, visit our website at www.scenic.org and print the order form. Complete the order form and fax or mail it to us with a check or credit card information. Or call Scenic America at (202) 543-6200 to order by phone. ■



SCENIC HIGHWAY 7, ARKANSAS

The landscapes adjacent to roadways often convey an important sense of place. Context-sensitive highway design recognizes and protects the scenic, natural, or historic character of the road.

Alabama Moves Ahead with Legislation for a Strong State Scenic Byways Program

In March 2000, Alabama State Senator Wendell Mitchell introduced Senate Bill 438 to the state Senate Business and Labor Committee. The "Alabama the Beautiful Act" would establish an Alabama State Scenic Byways Program; and require scenic byways to have a corridor management plan to identify strategies for maintaining their scenic, historic, cultural, recreational, archaeological, and natural qualities.

The bill contains several outstanding features, and provides for a diverse advisory council with representatives from around the state. The advisory council would include members from Scenic Alabama (an associate group of Scenic America), the Alabama Environmental Council, tourism associations, regional planning commissions, and an historic preservation organization. In addition, the advisory council will provide municipalities with tools for protecting designated scenic byways and enhancing the landscape and view corridors surrounding them. ■

VOICES of the New Millennium

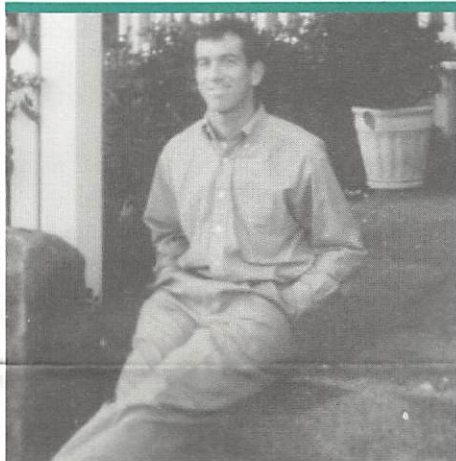
Students at New Hampshire's Barrington Middle School know what makes their community special. They like to go to their old country store, Calef's, and they like to go to Wagon Hill where they can walk up to the top to see the old wagon and the breathtaking view.

When Scenic America's Wendy Taylor spoke to her friend, Linda Nolan-Moore's, sixth-grade classes she asked the students if they knew that the rest of the country doesn't look like New Hampshire. Many said they'd been to Florida and had seen all the billboards there. They're ugly, the kids said, and they don't want them blocking their scenic views in New Hampshire. On young

man named Barry raised his hand and said, "If a billboard blocks out the view, people may stop caring about what's behind the billboard."

Ms. Nolan-Moore wants her students to know that they can make a difference. As voices of the new millennium, these youngsters are telling us why it is important to protect the Calef's, the Wagon Hills and the uncluttered scenic views, in New Hampshire and across the United States. Twelve-year-old Elizabeth, concerned that Barrington could lose its distinctive character, said, "It makes me sad that some people in Barrington wouldn't even care if Calef's was torn down." ■

The Dunn Foundation is developing a scenic conservation curriculum for middle schools called Viewmakers that will be available later in 2000. Keep watching Scenic America's website and Viewpoints for information on Viewmakers.



As a landscape architecture graduate student, Scenic California's new executive director Ian Moore became interested in state and local policy that supports large-scale parks and open space close to cities

Scenic Preservation Benefits All Americans

and towns. He was determined to learn more about how to create beautiful public places near to where most Americans actually live, and realized a primary value that he had previously overlooked. "Scenic beauty provides a respite from an otherwise unplanned and poorly designed environment," said Ian. "It changes the way that people see and feel about the places they call home."

Ian believes that it is important to address the aesthetic quality of the everyday places that people share with their neighbors. "I firmly believe that there is some part of every American that longs for more unique, stimulating and intimate public experience," said Ian. "We have the

tools and technology available to create rich public places that show us our history and the great diversity of our American culture, while allowing the beauty of the landscape to show through."

"When people are in their communities, or visiting new places, they should feel inspired by the great feats of construction and preservation already achieved," said Ian. "The greatest hope for scenic conservation is that we can renew the importance of our public environment in a way that will captivate and inspire people."

Ian Moore, and the students of Barrington Middle School, are the voices of scenic conservation from whom you will hear more in the new millennium. ■

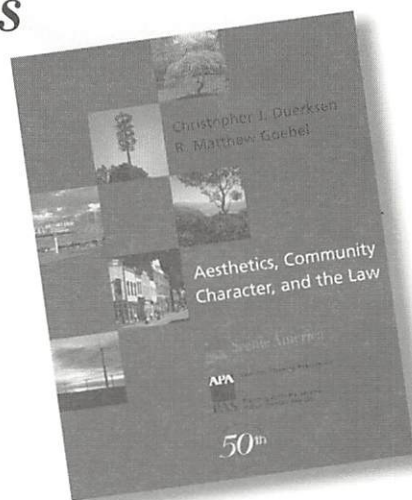
New Publication Helps Identify Legal Tools Available to Scenic Conservationists

Aesthetics, Community Character and the Law helps land-use planners and citizens understand the law of aesthetics and the legal tools available to help their communities maintain their special features and the sense of place. It covers:

- design review
- view protection
- tree protection
- sign controls
- telecommunications facilities
- major updates based on recent developments in the law and in planning practice.

Written by Scenic America Board member Christopher Duerksen and R. Matthew Goebel, and published by the APA Planning Advisory Service, *Aesthetics, Community Character and*

\$40 each (including shipping and handling) from Scenic America by calling (202) 543-6200 or through our website at www.scenic.org. For larger quantities, contact the American Planning Association. ■



Scenic America Welcomes New Board Members and New Chair

At its April Board meeting, Scenic America named Kathryn J. Whitmire chair of its board of directors. Ms. Whitmire, of College Park, MD, is the director of the National Resource Center for Public Leadership at the University of Maryland, and has been a lecturer at Harvard & Rice Universities. A past recipient of Scenic America's Stafford Award, Ms. Whitmire has served on the board since 1992.

Scenic America president Meg Maguire said, "We are excited to have Kathy Whitmire as our new chair. She brings great energy and experience as we begin a new millennium of scenic conservation."

A former five-term mayor of Houston, Texas, Ms. Whitmire is the past president of the U.S. Conference of Mayors, the Texas Municipal League and Junior Achievement; and honorary co-chair of Transit Now. She is a former partner with

a national accounting firm and served as city controller for Houston.

She replaces Madeleine Appel, of Houston, TX, whose successful two-year term ended April 1. Ms. Appel has been a member of Scenic America's board of directors since 1989, and chair since 1998. During her tenure, Scenic America added three new affiliates; completed a number of publications including *Fighting Billboard Blight* and *Aesthetics, Community Character and the Law*; and expanded the staff from seven to a projected staff of 10. "Madeleine has been a true partner to our staff, supporting us to do our best work. She has set high standards and she has worked with us to meet them." **Scenic America also welcomes five new board members:**

Robert Bonnie (Washington, DC) is an economist with the Environmental Defense Wildlife Program.

Betty Hager Francis (Largo, MD) is director of Public Works and Transportation for Prince George's County, MD.

Ruth Hawkins (State University, AR) is director of Delta Heritage Initiatives for Arkansas State University's Delta Studies Center.

Edwin Perry (Louisville, KY) is a senior member of the law firm Greenbaum Doll & McDonald PLLC.

Roger Ulrich (College Station, TX) is a professor of environmental psychology at Texas A&M University and a well-known author on the impacts of the visual environment on human stress and recovery from illness.

Frank Vespe (Washington, DC) is the executive director of TV-Free America. Previously, Mr. Vespe served for eight years in a variety of positions at Scenic America, most recently, as vice president for policy and communications. ■

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.

Kathryn J. Whitmire, Chair
Meg Maguire, President
Mary Houser, Communications Director
Deborah L. Myerson, AICP, Program Director
Wendy J. Taylor, Organizational Development Director
Aric Dietrich, Development 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.

Marion Fuller Brown Retires from Scenic America's Board of Directors

Honored with Lifetime Achievement Award at April Board Meeting

At the April meeting of the board of directors, Marion Fuller Brown, a co-founder of Scenic America and its first president, received a Lifetime Achievement Award in recognition of her vision and spirit, and the energy she has brought to decades of scenic conservation.

In addition, Scenic America dedicated the Marion Fuller Brown Center for Scenic Conservation at its headquarters office. On Saturday evening, April 1, Mrs. Brown's friends, fellow board members, and other guests honored her at a tribute reception held at the Dacor-Bacon House in Washington, DC.

"Marion is a teacher for all of us," said Meg Maguire. "She has maintained a lifelong commitment to conservation. No one has done more to keep Scenic America growing than Marion Fuller Brown."

In 1969, as a member of the Maine Legislature, Mrs. Brown sponsored legislation that successfully banned billboards in Maine by 1977. In 1988, she received Scenic America's first annual Stafford Award.

Mrs. Brown was recently re-appointed by Maine's Governor to the Maine Travel and Information Advisory Council where she has served since 1978. ■



Marion Fuller Brown

Earth Day 2000



Earth Day 2000 on April 22 is the 30th anniversary of Earth Day. The theme for this year's event is "Clean Energy Now!" and organizers hope that events around the country will encourage people to begin a serious, rapid transition to renewable energy sources.

For Scenic America, Earth Day represents another opportunity to support well-designed cities and towns that reduce automobile dependency and its many harmful environmental impacts. In many cities around the world, people are redesigning their communities to reduce auto use, building more housing in city centers, improving pedestrian access, providing more bike paths, improving public transit systems by expanding routes and

Scenic America bids farewell to Vice President Ray Foote

In February, Scenic America bid farewell to Vice President Ray Foote. Ray joined the staff in 1993 as director of development, managing the organization's foundation, corporate, and individual fundraising. During his tenure, Scenic America's annual budget grew from \$430,000 to approximately \$800,000, enabling Scenic America to invest new resources in sign control and expand into new program areas. Ray launched the "Scenic Century Fund" (endowment), increased the organization's number of funders by 60 percent, and significantly strengthened our major donor program.

Three years ago, Ray also took on direction of our grant-funded program work, traveling widely to speak on

scenic conservation issues and Scenic America's projects. He represented Scenic America on the Smart Growth Network's Leadership Committee, and he initiated Scenic America's work on wireless towers, among other activities.

On February 28, Ray became the director of the National Cathedral Association (NCA) in Washington, DC. He will lead the NCA's activities to generate support from around the nation for the Cathedral's programs, ministries, and preservation. The Board and staff of Scenic America thank Ray for more than six years of hard work and wish him success in his new work. For more information on NCA, visit www.cathedral.org/cathedral. ■

shifting to low-pollution buses, trolleys, and trains.

Today there are 500 million cars worldwide, and this number is expected to double over the next 25 years. Cars continue to have a profound impact on our urban and rural landscapes. As the nation reconstructs old highways and adds new public transportation corridors, it is more impor-

tant than ever that state legislatures adopt context-sensitive highway design (see *Getting It Right In the Right-of-Way*).

Scenic America will host a booth at the April 22 Earth Day celebration on the Mall in Washington, DC. If you live in Washington, or are planning a visit to our beautiful, nearly billboard-free city, please come and visit our booth. ■

PUBLICATIONS AND MEMBERSHIP ORDER FORM

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Scenic America Membership:

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

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 *Getting It Right In the Right-of-Way: Citizen Participation in Context-Sensitive Highway Design* for the price of \$5.00 each (includes shipping and handling).

Please send me _____ copy(s) (up to 5) of *Aesthetics, Community Character and the Law* for the price of \$40.00 each (includes shipping and handling).

Please send me _____ copy(s) of *Oh Say Can You See: A Visual Assessment Tool Kit for Communities?* for the price of \$25.00 each (includes shipping and handling).

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!

Scenic America Seeks Nominations for "Last Chance Landscapes"

Scenic America is now accepting nominations for its 2000 *Last Chance Landscapes* program. These endangered landscapes are places of beauty or distinctive community character with both a pending threat and a potential solution. Nominations are due on June 15, 2000.

"Unless we reverse course," said Scenic America's President Meg Maguire, "many of the landscapes and communi-

A *Last Chance Landscape* can be a scenic vista, a distinct region, an urban neighborhood, or another place people cherish and want to preserve. Scenic America will judge nominations on the scenic quality and/or distinct character of the area, the extent and urgency of the threat, and the opportunities to save the landscape.

Scenic America launched the *Last Chance Landscapes* program in 1999 to highlight the growing challenge of preserving natural beauty and distinctive community character. Local nominating groups whose landscapes were selected in 1999 benefited from greatly increased attention to their campaigns by local, regional, and national press.

For more information on *Last Chance Landscapes*, visit Scenic America's website at www.scenic.org, or call them at 202-543-6200, extension 12. Nomination forms are available at Scenic America's website or

by calling Scenic America. There is no fee to submit a nomination. ■

"Since designated a Last Chance Landscape, our area has received much-needed attention by the press. In addition, people in local politics have begun referring to the area as our 'Last Chance Landscape area.' I feel the designation's positive impacts have just begun."

—Audrey Graham,

1999 *Last Chance Landscape* nominator, Moab, Utah

ties we love will be buried in this decade under billboards, cell towers, huge roads, and strip malls."

Scenic Tennessee Joins as Eighth Affiliate

On April 2, Scenic America's board of directors approved Scenic Tennessee's application for affiliation, and welcomed the group as our eighth affiliate. Scenic Tennessee works to protect the visual landmarks that make Tennessee lovely and special — her hills, streams, small towns, historic cities, mountains, scenic roadways, and farmlands. For more information on our newest affiliate, visit their website at <http://scenictn.zfx.com/index.html>.

Scenic Tennessee joins affiliates in CA, FL, KY, MI, MO, NC, and TX, as well as associate and cooperating organizations in 11 states and communities. For information on starting an affiliate organization in your state, contact Wendy Taylor, Scenic America's organizational development director, at (202) 543-6200. ■



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

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



a member of Earth Share



Recycled Paper