

Scenic America Viewpoints

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S U M M E R , 2 0 0 0

FHWA Announces 30 New Scenic Byways and Roads



The Seward Highway, Alaska

On Thursday June 15, 2000 the Federal Highway Administration (FHWA) announced 30 new National Scenic Byways and All-American Roads for a total of 83 roads that feature unique scenic, archaeological, cultural, historical, natural, and recreational qualities.

All-American Roads, the higher designation, like Alaska's Seward Highway, provide visitors with a unique driving experience and are considered destinations unto themselves.

National Scenic Byways are exceptional roads through areas that exemplify regional characteristics. They possess distinctive scenic, cultural, historic, natural or other qualities unique among neighboring states.

"All-American Roads and National Scenic Byways define a unique American experience," FHWA Administrator Kenneth R. Wykle said. "Travelers on these roads can look into the heart and soul of America and connect with the stories which have made America what it is today."

The National Scenic Byways Program was created to preserve and protect the nation's scenic byways and, at the same time, promote tourism and economic development. Participation in the program is voluntary and emphasizes local involvement.

Congress established The National Scenic Byways program in 1991 as part of the Intermodal Surface

Transportation Efficiency Act (ISTEA) and increased the program's funding in 1996 under the Transportation Equity Act for the 21st Century (TEA-21). Scenic America helped secure the National Scenic Byways program, and is currently working on a project with the National Scenic Byways Resource Center to help byways protect their scenic qualities (see story on page 9).

For more information on The National Scenic Byways program, and how to begin the designation process of a road in your community, call National Scenic Byways at 1-800-4BYWAYS (1-800-429-9297), or visit their website at www.byways.org.

All-American Roads 2000:

- The Seward Highway, Alaska (formerly a National Scenic Byway)
- Acadia Byway, Maine
- North Shore Scenic Drive, Minnesota
- Las Vegas Strip, Nevada
- Hells Canyon Scenic Byway, Oregon

National Scenic Byways 2000:

- Gold Belt Tour Scenic and Historic Byway, Colorado
- Tamiami Trail Scenic Highway, Florida
- Russell-Brasstown Scenic Byway, Georgia
- Great River Road, Illinois
- Lincoln Highway, Illinois
- Meeting of the Great Rivers Scenic Route, Illinois
- The National Road, Illinois
- Great River Road, Iowa
- Loess Hills Scenic Byway, Iowa
- Old Canada Road Scenic Byway, Maine
- Rangeley Lakes Scenic Byway, Maine
- Schoodic Scenic Byway, Maine
- Great River Road, Minnesota
- Crowley's Ridge Parkway, Missouri
- Historic Route 66, New Mexico
- Turquoise Trail, New Mexico
- Canal Way Ohio Scenic Byway, Ohio
- West Cascades Scenic Byway, Oregon
- Ashley River Road, South Carolina
- The Energy Loop: Huntington and Eccles Canyons Scenic Byways, Utah
- Strait of Juan de Fuca Highway - SR112, Washington
- Midland Trail, West Virginia
- Washington Heritage Trail, West Virginia
- Great River Road, Wisconsin
- Beartooth Scenic Byway, Wyoming

Congratulations!

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Fighting Billboard Blight

■ North Carolina Extends I-40 Billboard Ban for One Year

After weeks of intense lobbying, early-morning phone calls, and one defeat, lawmakers in North Carolina reversed themselves on July 6 to extend a billboard ban along Interstate 40 for one more year.

The North Carolina House of Representatives voted to kill the one-year-old moratorium on Wednesday, July 5 by only one vote. But the bill was resurrected on July 6 after Gov. Jim Hunt, the secretaries of Environment, Natural Resources, and Transportation approached lawmakers in the halls and in their offices to win votes for the ban. Lobbyists for Scenic North Carolina, the Sierra Club, and the Conservation Council of North Carolina also worked hard to reverse the vote.

During the one-year extension, lawmakers will study proposals for controlling where new billboards would be constructed along the scenic drive to the North Carolina coast. Billboard industry representatives were disappointed with the turnaround. Billboard company owner Donald Tedder said the actions by the House are "the slickest, most back-door, under-the-table dealing I've ever heard of. It's worse than the billboard business."

■ Fighting Petition with Petition

Doug Smith and Citizens for Scenic Reno are in the thick of a heated billboard battle. After working with the billboard subcommittee of the Reno City Council for months to limit the number and location of billboards, Doug and his group began collecting signatures to put a citizen's initiative on the November ballot to ban the construction of new billboards in Reno.

Later, the Nevada Outdoor Media Association filed a competing initiative petition to allow new billboards in previously off-limits areas of Reno. On July 27, 2000, that petition drive was halted when the billboard industry pulled out of the heated contest. "The billboard group collected many of its signatures from people who thought they were signing our petition to ban billboards," said Doug.

"The billboard companies were riding our coat tails and they shot themselves in the foot." Citizens for Scenic Reno has collected more than 9,500 signatures – more than enough to put their initiative on the ballot.



Billboard Blight Missouri Style

The billboard industry has vowed to concentrate its efforts on defeating Scenic Reno's referendum. "We know this is only the beginning of the fight," said Doug. "But at least we won't have to spend our time making sure people understand the differences between the two ballot initiatives. Ours is very clear – a vote to ban billboards in Reno is a vote to reclaim the beauty of our city."

■ The clock is ticking for SOS 2000

Karl Kruse and the (Save Our Scenery) 2000 Campaign in Missouri are now only four months from the November election. On July 31, 2000, the Missouri Secretary of State certified the initiative, officially titled Proposition A, for the November 7 General Election statewide ballot. In addition to concerted fundraising, campaign staff are working to spread their message to every voter in the state. With the billboard industry committed to spending at least \$5 million to defeat the initiative, time is of the essence.

The proposed ban has the support of state Democrats and Republicans alike. Writing in *The Kansas City Star*, former Missouri Democratic Party Chairman Eugene Bushmann, and former Missouri Republican Party Chairman Woody Cozad said, "There are very few issues upon which the two of us can agree. But we both know that the SOS 2000 Initiative is absolutely imperative if we are to protect our scenic beauty, our tourism industry, the

property rights of homeowners and local control of billboard regulation."

If you can contribute to this important campaign, please call Karl Kruse, Scenic Missouri, at (573) 446-3120 or visit their website at www.saveourscenery2000.org. Help make Missouri the first state in 10 years to ban the construction of new billboards. Remember, a victory in Missouri is a victory for everyone involved in the pro-beauty battle!

■ Limiting Billboards Preserves the View of the Sky in Big Sky Country

Ravalli County, Montana commissioners passed an ordinance in June that will restrict the size and placement of billboards throughout the valley. The new standards, based on a Missoula County ordinance, limit the area of signs to 32 square feet, space them 1,000 feet apart, and require a 100-foot setback from the right-of-way. Existing billboards will have to conform with the new regulations if they are abandoned for 90 days or more, if they are damaged by more than 50 percent of their value, or after seven years, whichever is first.

"Corvallis resident Sarah Roubik deserves recognition for her perseverance in researching all possible ways to limit billboards," said Sara Busey, secretary of Montana's Save America's Visual Environment. "She almost single-handedly pushed the new ordinance through."

Citizens began their campaign for more restrictive rules in April 2000 after two pairs of billboards were built at the maximum limits of the state regulations, and officials began receiving a rash of applications for more signs.

■ Aesthetics wins billboard battle

In May, 2000, the San Gabriel Valley (CA) Tribune reported that the city council in cash-strapped Baldwin Park, CA, turned down a \$500,000 offer from Regency Outdoor Advertising to put up five billboards along the San Bernardino (10) Freeway. A group of citizens turned

Continued on page 12

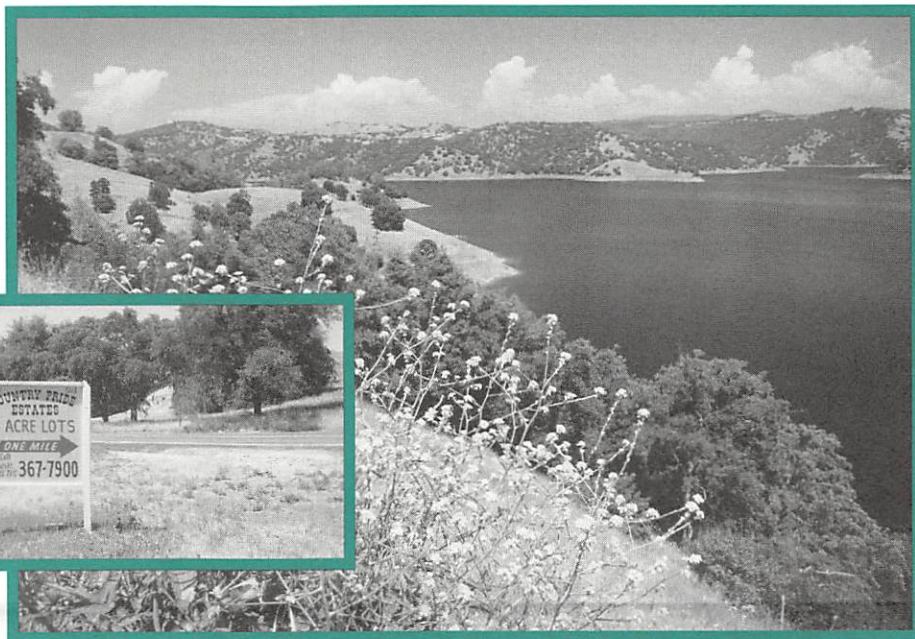
Golden State, Golden Opportunities

Scenic California teams with Scenic America to Outline Strategies for Protecting Scenic Quality and Enhancing Community Character in California's Sierra Nevada and Central Valley

California's richly varied and beautiful landscapes are renowned throughout the world. Visitors flock to the state's national parks like Yosemite and Sequoia; to protected sections of the national forests like the Ansel Adams and John Muir wilderness areas; to California's 265 state parks; to spectacular coastal beaches from Pelican in the north to Carlsbad in the south; and to cities and towns that are legendary for their character and charm – San Francisco, Santa Barbara, Auburn, and Exeter.

Through the Packard Foundation's Conserving California Landscapes Initiative, Scenic America and Scenic California have looked closely at changes to the scenic beauty and community character of five communities in two regions of California: Placer and Amador counties in the Sierra Nevada; and the cities of Merced, Fresno, and Modesto in the Central Valley. After four months of field work and analysis, Scenic California Executive Director Ian Moore and Scenic America President Meg Maguire produced a report titled *Golden State, Golden Opportunities*, that identifies the key threats to scenic beauty and community character, and charts a course of action to establish California as a leader in scenic landscape protection.

California's scenic beauty and distinctive community character are undergoing drastic change. Some change promises to be for the better, such as reinvesting in cities and town centers, finding new uses for historic buildings, preserving architectural land, acquiring open space, and enacting measures to promote smarter growth. The State of California has been a leader in passing bond issues for open space, and the private sector is joining in this public endeavor, with the Packard Foundation



Above: California landscape ; inset: what's for sale

alone investing \$175 million in acquiring open space over the next five years.

But some change threatens to be for the worse. By 2020, ten million new residents will crowd into the Central Valley in pursuit of affordable housing and decent jobs. Baby boomers are flocking to the Sierra Nevada to stake out sites for their retirement homes. The American Farmland Trust projects that unchecked low-density urban sprawl will consume more than one million acres of farmland in the Central Valley by 2040, and that approximately 60 percent of this is likely to be prime farmland of statewide significance.

While virtually everyone places a high value on natural beauty and distinctive community character, few citizens, public officials, or philanthropists understand what they need to do to protect the landscape from ugly development. *Golden State, Golden Opportunities* proposes a number of broad recommendations in these two regions to identify key scenic

resources that need special protection and to improve aesthetic regulation at the local level. Recommendations include stronger local ordinances to govern billboards, wireless towers, and design; reform of state laws such as the California Outdoor Advertising Act; and GIS mapping of scenic resources as a standard overlay of all GIS resource maps.

"We cannot afford to place scenic beauty on a pedestal, exalting it in our hymns and travel brochures, yet not understand how to deal with the threats to its existence," said Meg Maguire. "As beauty's conservators, we need a keen understanding of how to keep a place beautiful over time. We need to understand the effect of different public policies and private practices on visual quality."

For more information on *Golden State, Golden Opportunities*, contact Ian Moore at ismoore@attglobal.net, or Meg Maguire at maguire@scenic.org. ■

THE BIG Picture

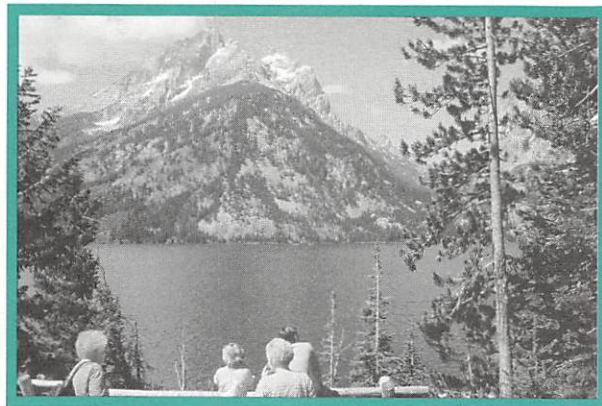
The Legacy of Leadership

BY MEG MAGUIRE, PRESIDENT

Three years ago my husband and I started tent camping on our vacations. I was tired of experiencing our national parks, forests and oceans from an air-conditioned hotel, and so we comfortably outfitted ourselves at REI to visit scenic America “from the ground up.” We’re hooked! Emerging from our tent to behold giant redwoods, hiking around Jenny Lake in Grand Teton National Park, or driving on The Bear Tooth Scenic Byway makes me very grateful for the wisdom and tenacity of those who have fought hard to set aside special places for public use and personal inspiration.



blessed with many such leaders. **Ed McMahon**, Scenic America’s first president and now the director of the greenways program at the Conservation Fund, has traveled all over the country for many years with his famous slide show, inspiring communities to choose beauty over banality. Our affiliates, associates and cooperating organizations are veritable leadership incubators for those who are determined to protect their own states: **Hylah Boyd**, founder of Scenic



Wild, wonderful Wyoming: the Grand Teton are full of charm, beauty, children and buffalo.

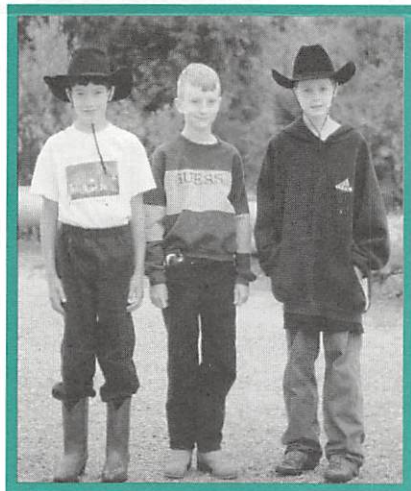
Meg Maguire Photos

Scenic Spokane; **Doug Smith** of Scenic Reno; **Chuck Mitchell** of Scenic Wisconsin; and dozens more. These leaders have very different personal styles and talents; but they hold a common vision,

passion and determination to save the scenic beauty of America’s communities and countryside.

We will never know the names of all who have fought — and still fight — to set aside national parks, to pre-

serve wilderness, to protect agricultural land, to create new urban parks, to restore cities, or to halt the crass commercialization of our landscape. Yet the fruits of their vision, passion and determination make traveling in America an inspiring and marvelous adventure — a legacy of scenic leadership. ■



Great conservation achievements can happen under leadership that is driven by vision, passion and determination to win. Leadership comes in many styles and personalities, from the gregarious to the soft-spoken. Effective leaders focus on mission, not on credit. They are single-minded and keep their eyes on the prize. And they are in it for the long haul, prevailing against special interests and greed, sustained by their belief in the common good and the power of grassroots action.

Our scenic conservation movement is



Virginia, challenges the Commonwealth to save its beauty from the billboard barons and those who would thoughtlessly abuse it. **Dale McKeel**, Executive Director of Scenic North Carolina, blends his low-key style with high-intensity persuasion to get through to state legislators who want to take the easy way out. And at this very moment, **Karl Kruse**, founder of Scenic Missouri, is waging a remarkable statewide ballot initiative campaign called Save Our Scenery to ban new billboards and tree-cutting on federal roads, and to return billboard control to local governments.

All over the country, people are stepping up to lead the scenic conservation movement: **Olan Creel** of Citizens for Scenic Florida; **Suzanne Markham** of



Fixing Federal Laws that Harm Our Viewsheds

The National Environmental Policy Act (NEPA), The Federal Lands Policy and Management Act, The National Forest Management Act and The Soil and Water Resources Conservation Act all sound like they should protect our visual environment. However, the way they are implemented often falls far short of that ideal. The Telecommunications Act of 1996 makes no pretense of protecting scenery and, while municipalities can do more to protect their visual quality than most in fact do, it has spawned antenna after antenna, turning many hillsides into pincushions.

The Federal Laws and Scenic Beauty Project, a Scenic America policy study funded by a grant from the Henry M. Jackson Foundation, identifies how these laws are failing to protect our scenery and suggests improvements to the laws, their regulations and the way that agencies implement them.

Sample conclusions from the study are:

- While the Telecommunications Act prevents communities from banning cell towers altogether, communities can be firm and creative in requiring telecommunications providers to use existing structures, to disguise transmitters and towers as regionally appropriate trees, like the one at the right, or structures and to limit the height of new towers to reasonable levels.
- The Bureau of Land Management, which manages nearly one-eighth of all the land in America, has a potentially outstanding visual resources management program. However, the number of landscape architects in the Bureau has declined dramatically since 1980, to the point that not one expert on scenic preservation is involved in planning for the management of America's five newest national monuments.

Scenic America plans to use the results of this study to educate citizens, policy-makers and environmental and scenic activists about the consequences of feder-



al action, or inaction, on the visual environment. We also plan to use the report to uncover the lesser-known policy issues where an informed and involved activist for scenic beauty can make a difference. Scenic America is scheduling the study for release in January, 2001. ■

Why We Ask

Americans are incredibly generous to causes and institutions, and tax deductibility is only one of many reasons for this generosity. Mailings beseeching us to give to charitable organizations, schools, churches, libraries, and a host of other entities are part of our everyday lives. If we have fond memories of a school, if we believe in the mission of an institution, if we think an organization is deserving and well-run, we are more likely to contribute to it. But we generally will not contribute unless someone asks us to do so.

Scenic America is fortunate to have members who think we are doing our job well enough to send us an extra gift each year. We are very grateful for your contributions and we take nothing for granted. We realize we are always subject to the scrutiny of donors and members.

Americans often look around and wonder why our treasured scenic beauty is disappearing. Scenic America helps people move from bewilderment to action. Backed by our donors, members and foundation supporters, we provide local citizens and local officials in hundreds of communities each year with the publications and assistance they need to protect, reclaim, preserve and enhance community appearance, landscapes and roads.

Yes, Americans are generous, and Americans are concerned about their country and what is happening to it. Scenic America helps these Americans do something about it! But it takes money for top staff, for travel, for affiliate development, for field projects. We need your contributions. That's why we ask. ■

Left: Okraoke, NC

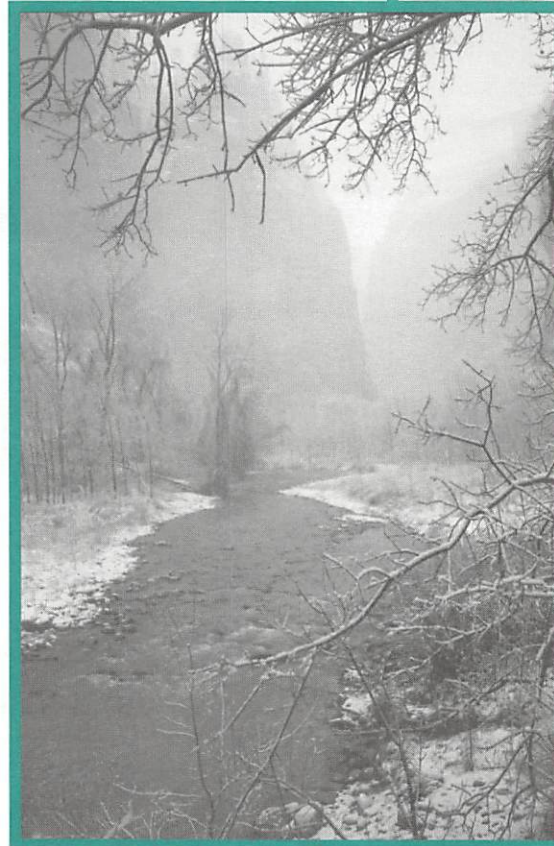


My Scenic America

Jerry Myerson, Photographer

Since he hitchhiked around the country in 1965 and discovered America's national parks for the first time, New York native Jerry Myerson has traveled extensively throughout the United States, visiting many of our national and state parks, wildlife refuges, gardens and historic sites. From Rockport, Massachusetts, and Chincoteague Island, Virginia, to Yosemite National Park in California, these photos capture some of the most scenic places in this country. "Jerry has really captured the essence of what we are trying to save," said Scenic America President Meg Maguire. "When you look at these breathtaking images, you become doubly grateful that many of these places are preserved for generations to come."

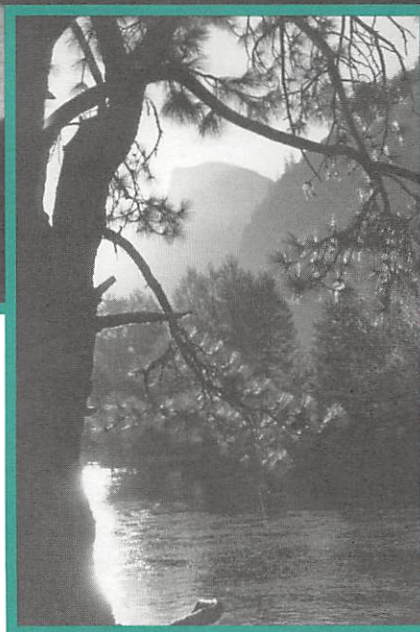
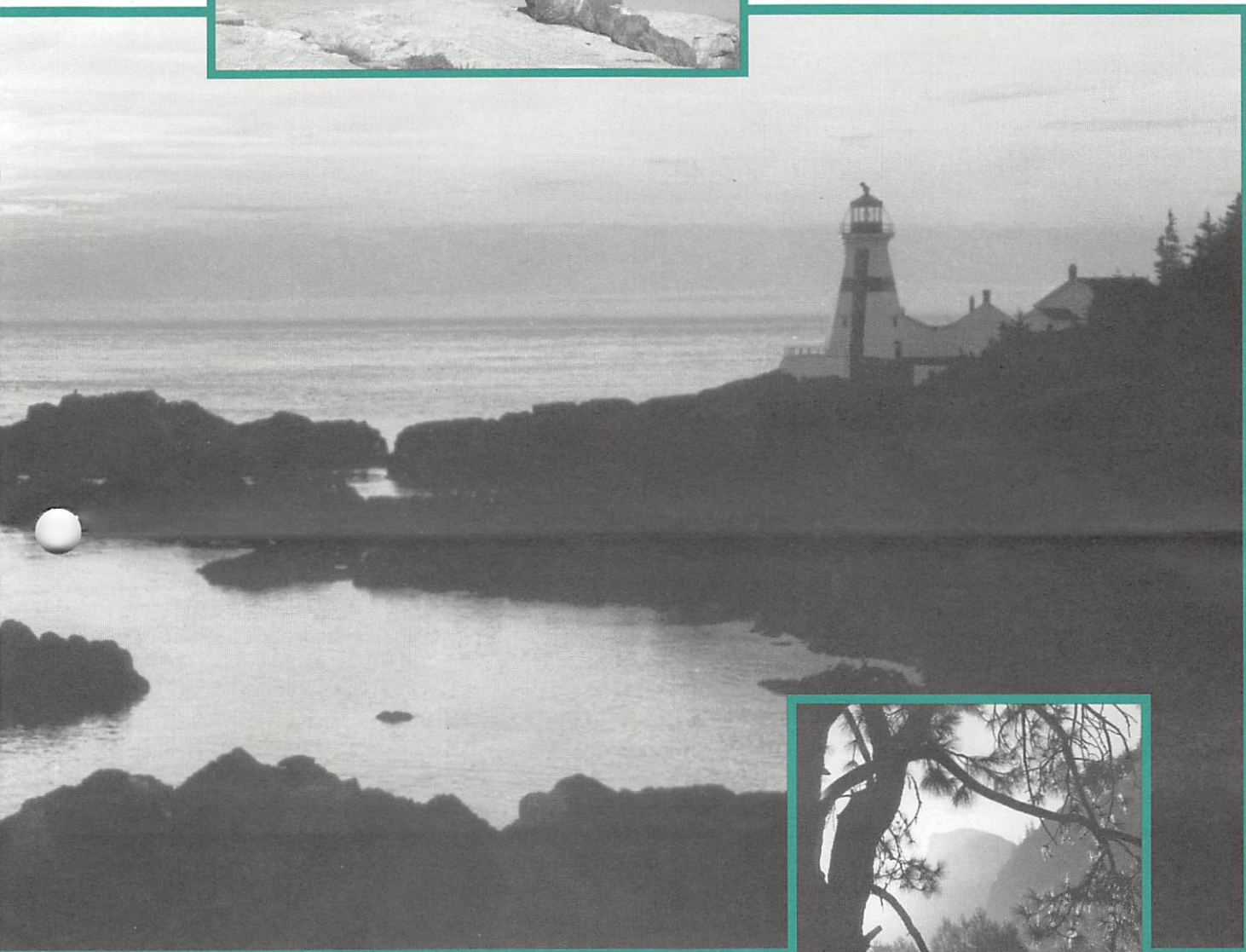
Scenic America is proud to present 15 photos of our member, Jerry Myerson, through December 15, 2000, at our office in Washington, DC. This exhibit represents just a few of his favorites from the thousands of photographs he has taken. After practicing dentistry in New York City for 31 years, Jerry retired in April, and now relishes the free time to travel and take more photographs. He is the father of Deborah Myerson, Director of Programs for Scenic America.



Above: Zion National Park in Winter, Utah



Left: Yosemite Central Dome.
Below: Sunrise at Campobello
Island in New Brunswick, Canada



Above: Yosemite National Park, California

Jerry is selling framed prints for \$225 (+ \$20 shipping and handling) with \$150 going to benefit Scenic America's work. Unframed works are available for \$150 (+ \$15 shipping and handling), which includes a \$100 contribution to Scenic America. For more information, please call Scenic America at (202) 543-6200. You can also view the photos by visiting our website at www.scenic.org.

SCENIC AMERICA

News & Notes

Awards

Meg Maguire, president of Scenic America, presented Scenic America's Stafford Award to Clyde E. Pyers, former director of policy and research for the Maryland State Highway Administration, at a retirement dinner in his honor. Meg presented the award in recognition of Mr. Pyers' outstanding public service in promoting context-sensitive highway design.

"Context-sensitive highway design would not be one of the hottest topics in highway engineering today were it not for Clyde Pyers' firm beliefs and steady guiding hand," said Meg. "From the beginning of his career, Clyde believed that there was a better way to plan and design highways, and to fully involve citizens in decisions about transportation in their community."

Scenic America's Stafford Award recognizes a diverse group of individuals and organizations whose leadership in fostering scenic conservation at the local and state levels has had significant positive impacts, both locally and nationally. The



Scenic Florida Board rides the river

awards are named for Robert Stafford, former US Senator from Vermont, whose efforts to reform the federal Highway Beautification Act and longstanding concern for our environment won him the admiration of all of us in the conservation community. Senator Stafford himself was the first recipient of this award.

Past recipients of the Stafford award include Gov. Pete Wilson, CA; Sen. John Chafee, RI; Charles Floyd, GA; Julian Price, NC; City of Raleigh, NC; US Transportation Secy. Federico Pena; Former Gov. William Donald Schaefer, MD; Mayor Joseph Riley and the City of Charleston, SC; and Mayor Michael White, Cleveland, OH.

In June, Communications Director Mary Houser presented the Stafford Award to Jeanne Pierce, a member of the St. Lucie (FL) Waterfront Council, in recognition of her exemplary efforts to preserve the character of Fort Pierce, and her many years of commitment to scenic conservation.

"Jeanne's efforts personify Scenic America's message: we do have a choice about the quality of our scenic environment," said Mary. "By taking action to protect the distinctive community character of Fort Pierce, Jeanne has made a significant contribution to her community, her state, and our nation."

While in Florida, Mary had the opportunity to visit 1999 *Last Chance Landscape* Fort Pierce and the Indian River Lagoon in Florida. Nominator

Jeanne Hearn and the St. Lucie Waterfront Council hosted members of the board of directors of Citizens for a Scenic Florida on a tour of their *Last Chance Landscape* by bus, by foot, and by pontoon boat.

Jeanne and other members of the Waterfront Council used the *Last Chance Landscape* designation to fend off a proposed deep water port development that would have destroyed the fragile ecosystem of the lagoon, called the "most diverse estuary in the United States," and the character of the town of Fort Pierce. The nominators are very appreciative of the help the designation of *Last Chance Landscape* gave them at a crucial time.

Nominations

As of June 30, we have received 50 nominations for the 2000 *Last Chance Landscapes* program. After a preliminary review of the applications, our staff can see that choosing only 12 will not be easy! We will announce the designated landscapes at a press briefing in Washington in late November. At the same time, we'll revisit some of last year's *Last Chance Landscapes* to see if the selection helped them to preserve their own special place. ■

Did You Know?

Lamar Advertising, one of the world's largest billboard companies, is also the largest provider of logo signing programs to states? Interstate Logos, Inc., a part of Lamar Advertising, has erected approximately \$46 million of logo signs in over 18 states and Canada. According to Interstate Logos, logo signs help businesses to "tastefully and affordably inform motorists of the availability of their services." This has long been Scenic America's position, and we are glad to find ourselves in agreement with Lamar. (But doesn't this imply that their main product, billboards, is tasteless and unaffordable?) ■

"America the Beautiful Act"

As Viewpoints went to print in the Spring, Scenic Alabama was pushing for passage of the "America the Beautiful Act" to establish an Alabama State Scenic Byways Program. We are pleased to report that the bill has passed. In other news, Scenic Wisconsin, which formed to push for a state ban on new billboard construction, launched their organization in May with a successful press campaign. Check out their new web site at www.scenicwisconsin.org. Congratulations to these two excellent associate organizations.

Building a Movement

Scenic America's Affiliate Network

Scenic America is pleased to announce that Scenic Virginia has become our 9th Affiliate. Scenic Virginia (www.scenicva.org) formed in 1998 after a bruising billboard battle in the General Assembly. Under the strong leadership of Hylah Boyd, the organization has become active on a range of scenic issues and hired its first executive director, Leighton Powell, this spring.

We are also pleased to welcome Valerie Evans, the new executive director of Citizens for a Scenic Florida (www.scenicflorida.org), to the network. Leighton and Valerie are excellent advocates for the beauty of their states.

The proof that our strategy of affiliate development is working lies in the many victories our partners have won. We would like to heartily congratulate Scenic Dallas for their successful effort to ban

new billboards in the city. On April 12, the Dallas City Council voted 9-0 in favor of the ban. Scenic Dallas did an outstanding job organizing for victory, educating the citizens of Dallas and the City Council, and engaging business interests and neighborhood groups. Kudos to Carroll Shaddock and Anita Brown of Scenic Texas; Scenic Dallas founder, Harlan Crow; and Scenic Dallas Executive Director Melissa Walden.

Affiliate workshop scheduled for September 23-24

On September 23 and 24, Scenic America will host our annual leadership development workshop for our affiliate network. Entitled "Leadership for the Twenty First Century," the workshop provides an excellent opportunity for our partners to get new ideas from one another, to receive training on a range of scenic

conservation topics, and to learn how to strengthen their organizations. This year we are encouraging board members from the scenic organizations interested in starting affiliates to attend as well. Once again, we will provide a limited number of scholarships to assist with travel and lodging.

Scenic America would like to thank the Abell Foundation, the Dunn Foundation, the George Gund Foundation, Jackson Hole Preserve, Inc., and the Marpat Foundation for their generous support of our Affiliate Development Program.

For additional information on starting an affiliate, signing up your local group as a cooperating organization or the leadership development workshop, please contact Wendy Taylor, Director of Affiliate Development, at 202-543-6200 ext.15. ■

Protecting our Treasured Landscapes

Scenic Conservation Planning for Scenic Byways

How should National Scenic Byways and All-American Roads preserve their outstanding beauty and character for future generations? Challenges such as road construction, tree-cutting, billboard blight, sign clutter, and inappropriate or sprawling development can endanger the important visual qualities of these unique roadways.

Scenic America has undertaken a collaborative project with the National Scenic Byways Resource Center called *Protecting Our Treasured Landscapes: Scenic Conservation Planning for Scenic Byways*. The National Scenic Byways Resource Center, established under the Transportation Equity Act for the 21st Century (TEA-21) of 1998, provides technical assistance for planning, preserving, promoting, protecting, and managing scenic byways to the 83 National Scenic Byways and All-

American Roads.

This joint project will produce a handbook and workshop that scenic byway groups can use to develop a Scenic Conservation Action Plan to protect the visual beauty of their corridor.

This fall, Scenic America, in coordination with the Resource Center, will field test the handbook in three selected pilot locations — the Route One Pacific Coast Highway All American Road in California; the Crowley's Ridge National Scenic Byway in Arkansas; and the Cherokee Foothills Scenic Highway in South Carolina.

The final manuals for *Protecting Our Treasured Landscapes: Scenic Conservation Planning for Scenic Byways* will be available through the Resource Center in Winter 2000, and will be available to any scenic byway seeking to preserve the natural beauty and character of the corridor. ■

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
Tom Pelikan, Policy Director
Henry Hoff, Development Director
Steven Strohmeier, Program Associate
Djuana Waters, Office Manager
Lucy Jewett, Roberta M. Henderson Intern

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.

Journey Through Hallowed Ground

Scenic America Celebrates the Virginia Piedmont's Rich History with New Online Travel Itinerary

Scenic America is proud to announce the unveiling of Journey Through Hallowed Ground, the latest National Register of Historic Places travel itinerary, featuring sites in Virginia's historic Piedmont region.

Visitors to the web site take an online tour covering more than 75 miles and nine counties of the Virginia Piedmont. Each of the 65 featured historic places, like Thomas Jefferson's home of Monticello, and the Manassas National Battlefield Park, has a brief written description of its significance, including color photographs, directions and public accessibility information. The site also provides links to regional and local web sites that give visi-



Above: Barboursville, VA; left: Green Springs Historic District; below: Leesburg Historic District.

and ideals and witnessed more triumphs, failures, victories, and lost causes than any other place in the country."

But suburban sprawl threatens to

swallow up this history and beauty, to pave it over with new home development, strip malls, cell towers, cookie-cutter franchise stores, and billboards.

"The Virginia Piedmont is one of America's most beautiful and historic landscapes," said Meg Maguire, president of Scenic America. "But, a wave of

tors more information about cultural events, special activities, and lodging and dining possibilities.

Home to Thomas Jefferson and James Madison, James Monroe, and other architects of a new nation, and devastated by the Civil War, the Piedmont still retains its rural personality and magnificent natural wealth.

"This part of northern Virginia has soaked up more of the blood, sweat, and tears of American history than any other part of the country," C. Vann Woodward, the eminent Yale University historian, wrote in 1994. "It has bred more founding fathers, inspired more soaring hopes





Home Page: www.cr.nps.gov/nr/travel/journey

haphazard and irresponsible development seriously threatens the beauty and history of the Virginia Piedmont and the Route 15 corridor."

"For Sale" signs throughout the region tell the story of a landscape facing rapid change. This is not incremental, gradual change; rather, the area along this corridor, and the Piedmont in particular, is in jeopardy of losing the very qualities for which it is revered: beauty, historic towns, magnificent vistas, and rural character.

In 1993, only the determined efforts of hundreds of historians, in alliance with environmentalists, halted the plans for a \$650 million theme park, with its attendant traffic and sprawling new development. But victory in land conservation is never assured, and this is particularly true in the high-stakes Piedmont region. Scenic America, working with the Piedmont Environmental Council, The Conservation Fund, and the National Trust for Historic Preservation, seeks to protect the scenic and historic landscape of the Piedmont. With local political, citizen, and business support, we encourage sustainable economic development; preservation of natural beauty and distinctive community character, historical, cultural, and natural resources; sound transportation planning and policy; and partnerships to raise public and private support for these projects.

The Journey Through Hallowed Ground web travel itinerary is part of a partnership between Scenic America, the National Register, the Virginia Department of Historic Resources and local communities throughout the Virginia Piedmont region. Journey Through Hallowed Ground can be reached online at www.cr.nps.gov/nr/travel/journey. ■

Scenic America Welcomes New Staff Members

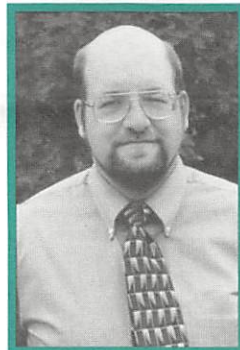
In May, 2000, we welcomed Tom Pelikan, Policy Director, Henry Hoff, Development Director and Steven Strohmeier, Program Assistant to the Scenic America staff.

"I'm really glad Tom, Henry, and Steven have come on board," said Scenic America President Meg Maguire. "Their skills, experience, and enthusiasm allow us to accelerate our work."

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

Director of Policy

Thomas Pelikan, Scenic America's Director of Policy, is responsible for producing policy studies on legal and legislative issues affecting Scenic



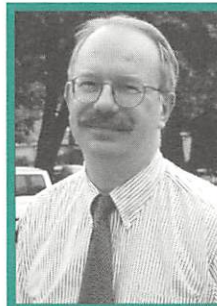
America's mission, working with environmental groups in Washington to advocate scenic issues on Capitol Hill and providing

technical assistance to affiliates and associate groups on state legislative matters.

Tom brings to Scenic America three years of legal and legislative experience with the Pennsylvania State Senate, most recently as a staff attorney in the Majority Policy Development and Research Office. Prior to joining the Pennsylvania Senate, he spent five years in private practice. Tom has a bachelor's degree in international studies from the University of Denver, and a J.D. degree from the Syracuse University College of Law.

Director of Development

Henry B. Hoff, Scenic America's Director of Development, is responsible



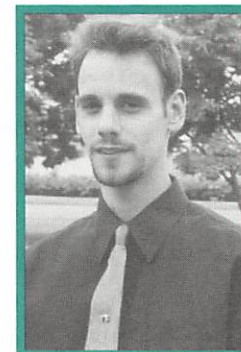
for fundraising from foundations, corporations and individuals, and for membership. Previously, he served as Director of Development, and earlier as

Director of Finance and Planning for the 18,000-member New England Historic Genealogical Society in Boston.

Henry is a certified public accountant and was a partner in a small tax-oriented CPA firm from 1985 to 1996. He has a B.A. degree from Yale University and a J.D. degree from Fordham University.

Program Assistant

Steven Strohmeier joined Scenic America as our Program Assistant.



Working with Director of Programs Deborah Myerson, Steven will provide technical assistance and support Scenic America's

growing program work.

Prior to joining Scenic America, Steven was a graduate student at the University of Birmingham, England, where he read for an M.A. in Industrial Heritage with a concentration in historic preservation and transportation. He is currently writing his thesis on the history, social impact, and decline of the Washington, DC streetcar system. In addition to the completion of his M.A. in the fall of 2000, Steven holds a B.A. in Art History from Hiram College. ■

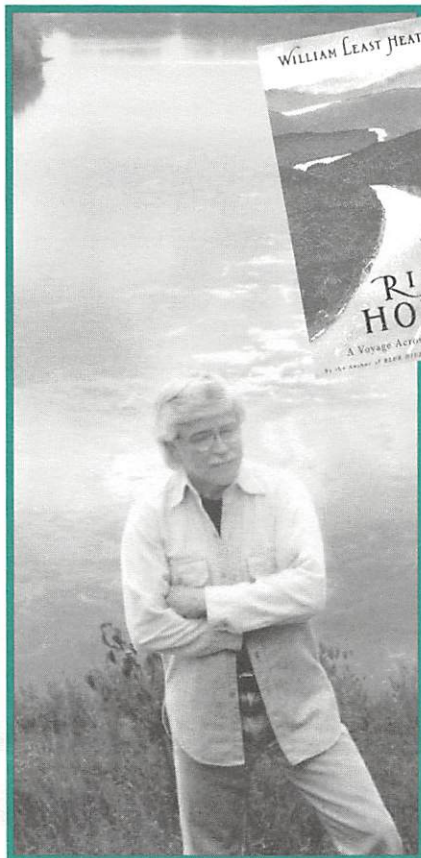
A Voyage Across America

In *River-Horse*, William Least Heat-Moon, author of *Blue Highways* and *PrairieErth*, tells the story of his most ambitious journey ever — a voyage on American waters from sea to sea.

Though he'd traveled hundreds and thousands of road miles, Least Heat-Moon — a skilled sailor and Navy veteran — had spent far less time on America's rivers. He set out on a 5,000-mile, four-month journey from Astoria, New York, to Astoria, Oregon. In the company of "Pilotis" — a series of friends who served as co-pilot and crew on different legs of the trip — Least Heat-Moon guided his 22-foot-long dory called Nikawa, an Osage Indian word meaning "river horse," along America's oldest highway system — its rivers.

The small boat, and the book itself, travel at the speed of the water — sometimes slow and meandering; sometimes apace with fast-moving flood waters. Readers feel the exhilaration of discovery and the relief of finding good Samaritans along the journey; the bite of mosquitoes in sultry days and nights along the Missouri; floods that threatened to end the trip; and food good enough and bad enough to be chronicled.

Writing with an eye for local color and



little-examined history, Least Heat-Moon turns in a stirring narrative of a journey to landscapes few have seen. William Least Heat-Moon is a member of the board of advisors of Scenic America. ■

"I'd waited for this moment . . . since I was ten or eleven years old when I wanted to know what it felt like in a small boat to enter the maw of the Missouri, the ruccion of rivers, and I was glad for the high waters because I wanted it to deny us nothing."

— William Least Heat-Moon,
from *River-Horse*

Billboard Blight

continued from page 2

up at the council's May 17 meeting to protest the plan, calling billboards visual blight that could lower the value of their homes. Business-owner and councilman Bill Van Cleve said he wants no billboards along the freeway. "A sign can spur the economy, but a sign can also hurt an economy," he said. "We have to look ahead: we will get (the money), it will be spent, then we have 20 years of signs, with no money." ■



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

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