

First Annual Report

**GOVERNOR'S COMMISSION
ON ARIZONA BEAUTY**

December 1966

OBJECTIVE

To promote clean, attractive, well-designed communities, beautiful highways, parks, shorelines, historic sites and structures through a continuing statewide program of public education and action among citizens, governmental groups and other organizations. To also protect and encourage awareness and appreciation of Arizona's abundant natural beauty.

**GOVERNOR'S COMMISSION ON ARIZONA BEAUTY
206 South 17th Avenue, Phoenix, Arizona 85007**

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PREFACE

From New York to Los Angeles, the handmaidens of population growth and industrial development have been smog, billboard jungles, polluted waters, a drastic reduction in greenery, and litter. With growth, beauty gave way to ugliness and only after the situation became intolerable to the people were corrective steps taken. Invariably, the more severe the problem had become, the more expensive and inadequate were the proposed solutions.

Arizona is in the enviable position of having the capability to correct its environmental problems before they become overwhelming. However, there is no room for complacency or delay. Each day, tons of pollutants are discharged into our state's atmosphere; more billboards are added to the thousands already in existence; more waste products are dumped into our waterways; and the trash of an affluent society litters our roadways, parks and scenic areas.

It is essential that Arizonans realize that an attractive environment is an economic asset. Tourism was a \$400 million factor in Arizona's economy last year and its role will be significantly greater in the years ahead *if conditions are favorable*. Too, an attractive environment has been, without doubt, a major factor in the decision of many companies to build or expand company facilities in Arizona.

The 1965 Governor's Conference on Arizona Beauty focused attention on our environmental problems and led to creation of the Governor's Commission on Arizona Beauty by Executive Order late in 1965. The Commission's scope of activities has been wide, a result of its adherence to the concept that natural beauty is an integral part of our everyday lives and concerns the total quality of the environment.

Although many thousands of dollars are being spent annually on various beautification and related programs, the efforts have been largely uncoordinated. The Commission is the only agency which has begun to coordinate the programs, devise others, and develop a comprehensive statewide effort. It is uniquely qualified for this role, since the 30 Commission members and the 23 Professional Advisory Council members represent virtually all organizations and agencies concerned, in one way or another, with our environment.

The vital nature of the Commission's work, and the fact that it is being undertaken by no other agency, makes it imperative that legislation be passed early in 1967 making the Commission a permanent state agency with a fulltime executive director and an adequate budget. Only then can the Commission realize its full potential as a research vehicle for the Governor and the Legislature, a coordinator for statewide beautification programs, and the instrument through which various agencies and organizations can pool talents and resources to solve our environmental problems.

Despite limitations imposed by lack of funds during its first year of operation, the Commission has developed air pollution control legislation which it believes will be both effective and acceptable; secured removal of one advertiser's billboards from the scenic Pinal Pioneer Parkway; enlisted the cooperation of industry in beautification programs; focused public attention on the problem; examined public land policies and determined a need for revisions; and explored a number of other areas of concern with a view toward developing remedial programs.

In 1967, in addition to achieving legal status for the Commission as a permanent agency of state government, the Commission's major goals will be: (1) passage of air pollution control legislation; (2) passage of legislation enabling the state to implement provisions of the Federal Highway Beautification Act of 1965; (3) development of a comprehensive study of state land policies as they are dictated by the Federal enabling act; (4) fostering Arbor Day programs throughout the state; (5) initiating a continuing statewide litter control program, and engaging in other appropriate activities. In all these subject areas and more, the Commission will supply background information and facts as well as recommendations to the Governor, the Legislature and other state agencies.

The Commission asks that the following report be given careful scrutiny by everyone interested in the future of Arizona. The Arizonans of today have an obligation to Arizonans of tomorrow to preserve the natural heritage with which our state has been blessed.

ROY P. DRACHMAN, *Chairman*

FIRST ANNUAL REPORT

Governor's Commission On Arizona Beauty

Even prior to its first official meeting, the Governor's Commission on Arizona Beauty recognized that the challenges it faced were many and varied, but it accepted them willingly. The Commission believes that a significant beginning has been made during the past twelve months in meeting those challenges successfully by developing a comprehensive program to enhance the total quality of our environment.

The studies, projects and conferences conducted and participated in by the Commission provide the basis for a continuing program which will help insure that the byproducts of industrial and population growth do not destroy one of Arizona's greatest assets, its natural beauty. Many thousands of dollars already are being spent annually in Arizona to achieve this end but, to the detriment of the total effort, the individual programs and projects too often are not effectively coordinated. The Commission is the only active group which brings together representatives of so many organizations equipped to administer a successful beautification program, and it is doing a job not being attempted by any other agency. Through its regional councils, it can carry its programs into every part of the state; it can be the instrument through which all segments of our society are made aware of our obligation to preserve the essential character of our state.

The Commission believes the generous support given it during its first year of existence is evidence of public approval of its activities and objectives, and further believes that the critical nature of the problems identified and explored justifies the Commission's continued existence.

It should be noted that lack of operating funds was a factor in limiting the activities of the Commission in 1966. That so much *was* accomplished is a credit to the hard work put in by Commission members along with several interested citizens and businessmen who volunteered their services for special projects. The office, secretary, printing, and related services provided by the Highway Department also helped get the Commission off to a good start.

Yet, the essential nature of the problems with which the Commission has been concerned, and

the necessity of finding acceptable and feasible solutions if our state is to retain its fundamental character in the face of increasing industrialization and a tremendous growth in the population, make it imperative that the Commission continue to operate. Its programs in all of their phases will require continuous supervision, direction and coordination in order to achieve maximum effectiveness, making one conclusion inescapable:

The Commission must be made a permanent agency of state government, separate from any other agency, with a fulltime executive director and an adequate budget

The Commission respectively urges the Governor to support introduction of a bill in the Legislature in January, 1967, establishing the Commission as an agency in the Executive Department and providing an adequate budget. It is suggested that members serve at the pleasure of the Governor.

Based on experiences of the past year and the Commission's plans for the future, a reasonable budget will be required to provide rental office space and supplies, to cover travel and incidental expenses, and to pay the salaries of an executive director and a secretary. Members of the Commission would continue to serve without pay, except that they would be reimbursed for travel expenses when appropriate.

Obtaining legal status for the Commission is the prime goal of the Commission for early 1967, the achievement of which will provide a sound basis for continued planning and studies and a stable foundation for Commission programs. The benefits which will accrue to the state, its people and its economy as a result of a relatively modest expenditure transcend the moment: they will be far-reaching and long-lasting.

Through a permanent Commission on Arizona Beauty, Arizonans of today can insure that Arizonans of tomorrow will enjoy the natural heritage with which we have been blessed and which we have a duty to preserve. But we must act now. Immediate positive programs, capably directed and adequately coordinated, are mandatory if we are to prevent our highways and shorelines from becoming dumping grounds, if we are to prevent

billboards from ruining our most scenic vistas, if we are to keep our lakes and streams and even the air we breathe from becoming unnecessarily polluted. We must act at once if we are to fulfill our obligations to ourselves and to those who will follow us.

In Perspective

It was concern for our deteriorating environment and an awareness that the hour was late which prompted Governor Samuel P. Goddard to hold the 1965 Conference on Arizona Beauty, the first such statewide conference in the nation subsequent to the White House Conference on Natural Beauty. At this meeting, which was acclaimed an unqualified success by participants and the public, state and national experts met with concerned citizens to discuss ways and means of protecting our natural and man-made heritage. Among topics of discussion were beautifying our highway rights of way, controlling air and water pollution, encouraging utility companies to make more extensive use of underground installations, making the best use of public lands, and promoting citizen participation in beautification programs.

Just as the White House Conference in May, 1965, engendered tremendous enthusiasm for preserving and restoring the natural beauty of our country, the Governor's Conference on Arizona Beauty in August, 1965, provided the impetus for increased attention to this matter in Arizona and led to creation of the Governor's Commission on Arizona Beauty by Executive Order on November 24th, 1965.

Presently composed of 30 members appointed by the Governor because of their professional knowledge or personal dedication to the principle that ugliness need not be the handmaiden of progress and growth, the Commission adopted as its objectives:

"To promote clean, attractive, well-designed communities, beautiful highways, parks, shorelines, historic sites and structures through a continuing statewide program of public education and action among citizens, governmental groups and other organizations. To also protect and encourage awareness of Arizona's abundant natural beauty."

In addition to the Commission itself, a Professional Advisory Committee with 22 members was appointed, composed of representatives of governmental agencies and professional and business groups.

The first meeting of the Commission was held in January 1966. A Steering Committee was appointed and the following standing committees established:

(1) *Legislative Committee* — to study existing state and local legislation, and to recommend needed laws, ordinances and action in the areas of littering, signboards, air and water pollution, weed control, junk and automobile salvage yards, etc.

(2) *Law Enforcement Committee* — to research local and state enforcement records, determine reasons for results, and recommend action; to work with local committees to obtain enforcement of anti-littering, sign ordinances, air and water pollution, weed control, junk and automobile salvage yards, etc.; to encourage local committees to organize "watchers" to report infractions to local committees and send notices to offenders; to prevent vandalism of natural and manmade beauty, i.e., defacing buildings, rocks and bridges, and destroying landscaping, etc.

(3) *Public Information Committee* — to encourage schools, the news media, etc., to support the program of the Commission; to provide films, news releases, printed material, a newsletter, etc., relative to the Commission's work; and to generally publicize the Commission's activities by all means possible.

(4) *Private Organization and Government Liaison Committee* — to work with and through professional groups, planning and zoning boards and departments, garden clubs and civic organizations, youth organizations and outdoor groups to organize and channel desirable beautification projects.

(5) *Program Development Committee* — to establish goals and objectives for the Commission.

(6) *Business and Industry Promotion Committee* — to work with utility companies, sign and billboard companies, businesses selling products with disposable packages and wrappers, businesses interested in providing litterbags with their advertising, and businesses interested in using slogans relative to Arizona beauty on letterheads, in newspaper advertisements, etc.

By action of the Steering Committee, the Executive Committee was formed and it currently consists of seven members of the Commission and two members of the Professional Advisory Committee. The Executive Committee functions as an advisory group which makes recommendations to the Com-

mission and receives authority from the Commission to act on specific matters.

In order to effectively promote beautification programs throughout Arizona, the state was divided into seven geographic areas; district representatives were appointed and charged with the responsibility for the success of programs in their respective districts.

Informal guidelines for Commission activities were based primarily on a desire to implement recommendations of the 1965 Governor's Conference on Arizona Beauty, and incorporated the philosophy of the White House Conference, namely that "natural beauty is an integral part of our everyday lives . . . and concerns the total quality of the environment"

From the outset the Commission received support from agencies of government, professional associations, civic groups and private citizens. Commission members were optimistic about the possibility that it could make substantial progress in developing programs to implement the beauty conference recommendations; it now believes that events and achievements during its first twelve months existence prove that the members' optimism was justified.

Arizona Will

One of the first projects undertaken was selection of a symbol with which the Commission would be identified and which could be used in promotion of Commission projects. A nationally-known Arizona cartoonist created a cartoon char-

acter which the Commission adopted as its mascot. Since a major objective at that time was to acquaint the public with the Commission and its objectives, it was decided to conduct a statewide contest to find a name for the cartoon character. The contest was limited to Arizona youngsters up to the age of 14 years.

The contest was widely publicized in the news media and through the schools, and the Commission hoped that at least 100 and perhaps 200 entries would be submitted; response of this magnitude, it was felt, would indicate that the Commission had succeeded in making itself and its objectives known.

Results exceeded expectations by a wide margin; when the month-long contest ended on May 25th, nearly 2,000 names had been submitted, ranging from Cowboy Clean and Daniel Broom to Hal Heritage and Marshal Pride.

"Arizona Will," the creation of a Tucson girl, was selected as the winning name; "Les Mess," submitted by a Scottsdale boy, received second prize. In all, 21 prizes donated by Arizona businessmen were awarded, and an additional nine youngsters received honorable mention awards.

Rubber stamps depicting Arizona Will have been made available and already one Tucson supermarket has requested and received permission to use Arizona Will in connection with a trash pickup promotion. The Commission will encourage similar use of its mascot by other firms and organizations





Air Pollution

One of the Commission's most fruitful efforts during the past year was in the field of air pollution control. The Commission first indicated its official concern with this problem in March when a letter from the Commission endorsing the efforts of the Legislative Committee on Air Pollution was read on the floor of the State Senate. By May, the Commission had concluded that air pollution was one of Arizona's most critical problems and thus deserved a high priority on the Commission's list of major concerns. Following further discussions, a special Air Pollution Control Committee was appointed to chart a course of action to cope with our state's increasingly severe air pollution problem.

The Committee was composed of air pollution experts and representatives of industries which would be most affected by air pollution and air pollution controls. It held its first meeting in August with a representative of the Governor in attendance. Its mission was to evaluate current status of legislation within the state, both as to enabling capability and regulatory capability; to

develop objectives in this field in order that the Commission could set a course of action; to develop a schedule for accomplishing its goals; and to formulate firm recommendations for legislation by December, 1966.

The Committee began its work with a sense of urgency, for the amount of pollutants being discharged into the atmosphere was increasing unabated on the state level. After examining a model air pollution control law provided by the U.S. Public Health Service, the Committee began studying bills which had been introduced unsuccessfully in recent sessions of the Legislature. It determined that the bill which could most easily be modified to meet Committee objectives was H.B. 335.

During the next several meetings, H.B. 335 was rewritten extensively to provide for better local enforcement of control measures and to authorize the state to conduct statewide or regional studies and to set pollution standards. By the end of December, the bill was virtually ready for presentation to the Legislature and it is hoped that it will be among the first bills introduced and passed after the Legislature convenes in January, 1967.

Litter

Another prime concern during the past year has been the litter which clutters highway rights of way, shorelines, parks, city streets, and many scenic areas of our state. It was obvious to the Commission that unless an effective control and abatement program was initiated, the growing population would cast off a continually increasing amount of litter.

Initially, the Commission sought and obtained an Attorney General's opinion on the effectiveness of Arizona's existing anti-litter law. The Attorney General advised that the law was valid and contained provision for punishment of violators, but that sentences were left to the discretion of justices of the peace and magistrates. In subsequent discussions, it was reported that conviction on littering charges is difficult because a person must actually be seen littering if prosecution is to be successful. Further, the courts were reported to be reluctant to impose anything other than minimal sentences. The Commission suggested to the courts that violators of the anti-litter law be sentenced to cleaning up a section of roadway in lieu of a fine or jail sentence. The Commission will continue to work for stricter enforcement of the anti-litter law, but it believes the most effective approach to this problem will be educational in nature.

The Commission has distributed 5,000 litter bags provided by Keep America Beautiful, Inc., and will work to get more litter disposal containers placed in appropriate locations. The Commission believes that if the public is made fully aware of the tax money spent to clean up refuse carelessly tossed aside in public places, most people will voluntarily refrain from imposing this expensive burden upon themselves.

In addition to continuing, year-around anti-litter efforts, the Commission will sponsor annual Clean-Up Week campaigns. In the northern counties it will be held in the Spring and in the southern counties in the late Fall; these time periods correspond to the beginning of the tourist season in the two areas and the campaigns will emphasize this aspect. A special campaign will be conducted during the hunting season and related appeals will be made on a continuing basis to campers, picnickers, boaters and others who make extensive use of public facilities. It should be noted that the U.S. Bureau of Land Management's "Operation Clean-Up," a project

begun in 1964, was so successful that it was expanded into a statewide project and now is being expanded into a regional project encompassing 10 Western states and Alaska. The Bureau has offered complete cooperation in coordinating its publicity campaign with the Commission's clean-up programs. The litter problem is one of the most serious and yet the most difficult to solve, but on the basis of its experience to date, the Commission believes the solution lies in a continuing program of public education.

Outdoor Advertising

Perhaps the most controversial issue with which the Commission has been concerned, not excepting air pollution, has been the use of billboards. Attention was focused on this issue with the passage of the Federal Highway Beautification Act of 1965. In implementing this act, standards will be established with reference to location of billboards and junkyards along Federal aid highways, and states will be required to initiate control measures or face heavy loss of Federal highway construction funds.

Pursuant to a request from the manager of the Globe Chamber of Commerce, the Commission formulated an official policy statement on the use of billboards, based on the concept of "conservation of view." Its basic premise is that billboards should not be erected in such a manner as to encroach upon the public's right to scenic views. The statement also affirms that controls should not be based on the quality, graphics or structural size of a billboard, but on location.

After thoughtful deliberation, the Commission took the position that the Federal government has both the right and obligation to establish standards for use of billboards along Federal aid highways, and that billboards are not being adequately controlled under existing laws. It so expressed itself at a hearing on the Highway Beautification Act of 1965 held in Phoenix.

The Commission stresses that it does not question the usefulness of billboards, but it does oppose use of billboards in locations where they detract from Arizona's beauty.

Although commercial billboards constitute the major problem in this area, certain public signs also detract from the view in some scenic areas. Among these are U.S. Forest Service signs, and the Commission has written the Secretary of Agriculture concerning this matter. Included with



the letter were photographs illustrating acceptable and undesirable uses of public signs. The Commission believes there should not be a double standard; public signs should be subject to the same controls as commercial signs.

The Federal Government has been extremely cooperative in restricting use of billboards on public lands under the jurisdiction of the Bureau of Land Management. Considerable criticism has been voiced concerning the State Land Department's policy on leasing land for billboards. The Department contends, however, that it is required by law to secure the greatest amount of revenue possible from state lands and this fact must be taken into consideration when assessing its policy on billboards. The Department further stated that no billboard permits have been issued which extend beyond January, 1968, when provisions of the Federal Highway Beautification Act of 1965 are scheduled to be implemented in those states which pass enabling legislation.

The billboard issue received wide public attention this past year when the Commission staged a billboard bonfire after one billboard owner consented to remove her billboards from the scenic Pinal Pioneer Parkway. Present for the event were the Governor, Federal officials, Commission representatives, officers of the Tucson and Florence Chambers of Commerce, and entertainers from

the Florence Cinco de Mayo celebration. It is hoped that the example set by the public-spirited citizen whose signs were removed from the Parkway will encourage other billboard owners to remove theirs.

It is, of course, neither possible nor desirable to attempt removal of all billboards and signs from along highways, but the Commission believes that restrictions on the use of billboards where they detract from scenic views or constitute a traffic hazard is a necessary objective of the state's beautification program.

Public Lands

The controversy over use of billboards on state lands is but one aspect of state land policies which occupied the attention of the Commission. The Commission also was concerned about the Department's policies governing selection for acquisition of approximately 670,000 acres of Federal land owed to the State of Arizona, and the uses to which state land is put. The Commission was informed that in some cases, land was being selected and acquired at the request of individual ranchers when other parcels of higher value were available, and that the Department, pleading legal obligations, was reluctant to set aside areas for parks, green belts, open spaces, recreation areas and other public uses.

Public land policies was a major topic of the 1965 beautification conference and the Commission has appointed a special Public Land Review Committee to study these policies, assist in reconciling the public land needs of various government agencies in order to aid in the selection, management and disposal of public lands, and implement the recommendations of the 1965 beautification conference.

Other Activities

While air pollution, littering, promiscuous use of billboards and signs, public land policies and development of educational programs have been items of major importance to the Commission during its first year of operation, other matters have claimed a share of its time and effort.

The Commission took official exception to a Post Office Department decision to provide only curb-side mail delivery to homes in new subdivisions. The Commission believed that such a policy would result in a profusion of curb-side mailboxes and thus was a retrogressive step which contradicted the principles of the national beautification program. The ruling was later rescinded and while the Commission does not presume to take credit for this action, it did make its opposition to the ruling known to Postmaster General Lawrence F. O'Brien and Mrs. Lyndon B. Johnson.

The Commission also took note of the water pollution issue but did not immediately attach great urgency to this matter since the State Health Department reported it was progressing satisfactorily in carrying out the recommendations of the 1965 beautification conference. Shortly before the end of the year, however, the Federal Government pressed for controls which the Health Department reported that it did not have the authority to initiate. It is anticipated that the Commission will support passage of the necessary enabling legislation in 1967.

The Commission acted as the Governor's agent in securing nominations of Arizona individuals and groups for *Holiday* magazine beautification awards. Four nominations were submitted to the Governor, who submitted them to the magazine. Winners will be announced in the May, 1967, issue of *Holiday*.

The assistance of the Commission was sought and secured by the Urban Planning Program at the University of Arizona, which asked endorse-

ment of its appeal to municipalities and other governmental units to include beautification concepts in advance planning. The Tucson Women's Club sought support for legislation providing for liens against owners who, after sufficient warning, fail to clean up their property.

The Commission was represented at a number of beautification conferences during the past year and at the dedication of Glen Canyon Dam, where Mrs. Lyndon B. Johnson was presented with a copy of the Commission's Interim Report. Commission representatives attended conferences and hearings without financial assistance from the Commission.

Among other problems brought to the Commission's attention was the difficulty officials have in disposing of abandoned vehicles because of cumbersome legal requirements; the inadequate security measures for protection of visitors at roadside parks; and the high cost of installing underground utility lines. With reference to the latter, legislation is being prepared through cooperation of the public utility companies to permit formation of improvement districts to finance such installations.

Because of its determination to be in full command of the facts prior to formulating an official position on any issue, the Commission endorsed or opposed legislation only after prolonged and careful deliberation. As previously noted, it supported the Federal Highway Beautification Act of 1965 and state enabling legislation relating to the act; it also supported air pollution control legislation and H.R. 4671 which authorized the Central Arizona Project.

In a related matter, the Commission endorsed the application of the Fort Yuma Community Action Council for Nelson Amendment funds with which to beautify and partially restore Old Yuma Military Fort.

Blueprint for Action

With specific achievements to its credit, significant advances in other areas of concern, and a deep-seated belief in the importance of its work, the Commission looks forward to 1967 as a year of progress.

Of prime importance to the Commission in the immediate future will be passage of legislation providing for control of air pollution.

Of equal importance in the long run will be the Commission's study of state land policies

dictated by the Federal enabling act, specifically with reference to selection and acquisition of state land, licensing of billboards, scenic easements along highways, establishment of utility rights of way, and cooperation with other state agencies.

An urgent need, and thus of high priority on the list of Commission objectives in 1967, is passage of the legislation enabling the state to implement provisions of the Federal Highway Beautification Act of 1965.

The Commission also recommends a second Conference on Arizona Beauty in the fall of 1967, because it believes that periodic conferences of this nature can be of great value in focusing public attention on the most critical aspects of the beautification program.

Arbor Day activities will be a major project in 1967 and succeeding years. The Commission has begun to contact Boy Scouts, Girl Scouts, Parent-Teacher organizations and other groups which might be expected to participate, and present plans call for planting up to a hundred thousand trees in 1967 in connection with Arbor Day programs.

Of all the Commission's goals for 1967, however, none has a higher priority than achieving legal status for the Commission as a permanent agency of government with a fulltime executive director and an adequate budget. Once this has been accomplished, the Commission will be able to function effectively on several fronts. In addition to providing direction and coordination for continuing statewide beautification programs, it will be able to undertake special projects and serve as a valuable vehicle for the Governor, legislators and other state agencies.

These services are vital; the Commission believes this generation will be negligent in its responsibilities to those who will follow us if we allow our streams and lakes and air to become unduly polluted; if we permit the scenic deserts and mountains and valleys to be desecrated and hidden from view; if we allow our highways and parks and shorelines to become covered with beer cans and candy wrappers.

With an urgency born of dedication and a knowledge of the consequences if we do not continue with a positive program, the Commission asks that the Governor and the Legislature make the Commission a permanent agency of government so that our state can fulfill its destiny as a refuge from pollution, litter and ugliness.



EXECUTIVE ORDER 65-4

Governor's Commission On Arizona Beauty

During the past quarter century America's landscape has changed remarkably in the face of industrial growth, highway construction, the deterioration of urban centers and through the general demands brought about by population mobility and expansion.

These changes have presented new problems that heretofore were of a considerably lesser consequence. Today the air and water of our state and nation have become polluted; our highways are thoroughfares of litter and innumerable billboards; rural areas have become scarred and defaced; our cities find themselves amidst a transmission line jungle.

The preservation of our natural and man-made beauties has become a very significant goal if decay is to be halted and blighted areas reduced. The waste products of our nation must be adequately handled and the countryside saved from devastation.

President Lyndon Johnson has called upon all Americans to think of natural beauty as an integral part of our everyday lives. New objectives must be established concerning the treatment of our air and water, the design of our buildings, the use of our land and how we live and build upon it. We must, in short, be concerned with the total quality of our environment, in addition to quantity.

Now, therefore, by virtue of the authority vested in me as Governor of the State of Arizona by the Arizona Constitution and Laws of Arizona it is ordered as follows:

Part I. Establishment of the Governor's Commission on Arizona Beauty

Section 101. There is hereby established the Governor's Commission on Arizona Beauty, referred to herein as the "Commission".

Section 102. The Commission shall be composed of twenty-seven members appointed by the Governor from among persons with a competency and true interest in the various areas of natural and man-made beauty. In addition, a Professional Advisory Committee shall be appointed from among state and federal agencies to assist the Commission on matters calling for professional

assistance. Initial appointments on the Commission shall be for a one-year period, after which a rotating appointment system shall be used; one-third appointed for three years, one-third for two years, and one-third for one year. Thereafter nine members shall be appointed annually with due consideration given to geographic representation in order that as many counties as possible are represented. The Governor shall designate from among the membership, a chairman and a vice-chairman.

Section 103. The Commission shall meet at the call of the chairman, but in no event less than bi-monthly.

Section 104. The Commission is authorized to use the services of consultants and experts as may be found necessary insofar as authorized by law.

Part II Duties of the Governor's Commission on Arizona Beauty

Section 201. The Commission shall meet as soon as possible following its establishment in order to formulate a program for presentation to the Governor by January 15, 1966. This program shall include recommendations for legislation if needed; areas of enforcement needed for legislation in effect at present; suggestions for cooperative action with and between state agencies; and any additional recommendations which the Commission deems necessary for an effective program to preserve Arizona's beauty.

Section 202. The Commission shall study ways in which present conservation, beauty, professional and governmental organizations and groups can contribute to the program and work with the Commission.

Section 203. The Commission shall endeavor to work with local groups to strengthen their organizations and to encourage the formation of additional groups where none exist.

Section 204. The Commission, working in concert with architects, planners, salvage company operators, nurserymen, landscape contractors, engineers, educators, private land owners, utility companies, attorneys, land developers, recreation and conservation enthusiasts, advertising compan-

ies, governmental officials, chambers of commerce, and other interested individuals, shall examine the work toward effective programming related to billboards, auto salvage yards, air and water pollution, underground utility installation, scenic parkways, townscape beautifying efforts, rural landscaping programs and other projects which will aid in preserving Arizona's beauty and resist decay and blight.

Section 205. The Commission shall submit an Annual Report to the Governor by December 15 of each year, including up-date information called for in Section 201.

Section 206. All state agencies, departments, boards, commissions and institutions are requested to cooperate with the Commission in the performance of its duties.

Section 207. The Commission shall examine

all federal programs designed to assist states in the preservation of beauty in order to avail itself or state agencies of available federal funds which are designated for project or administrative use.

Part III Miscellaneous

Section 301. Members of the Commission shall serve without expense to the State of Arizona, except that expenditures may be made from federal funds received by the state for normal expenses of the Commission and its members if such expenditures are in accordance with law.

Signed: *SAMUEL P. GODDARD*
Governor of Arizona

Witness: *WESLEY BOLIN*
Secretary of State

Date: November 24, 1965



ORGANIZATIONS REPRESENTED ON THE COMMISSION AND COOPERATING ORGANIZATIONS AND AGENCIES

CITIZEN INTERESTS

Arizona Association of Colored Women's Clubs
Arizona Conservation Council
Arizona Federation of Garden Clubs
Arizona Federation of Women's Clubs
Arizona Roadside Council
Arizona State Horsemen's Association
Keep America Beautiful, Inc.
Valley Beautiful Citizens Council, Inc.

CITY OFFICIALS

City Manager — City of Phoenix
Flagstaff Planning Commission
Mayors — Hayden, Globe
Parks & Recreation — City of Tucson
Phoenix Housing Authority

BUSINESS AND INDUSTRY

Hotels
Landscape Contractors
Nurserymen
Outdoor Advertising Industry
Publishers
Realty
Salvage
Tucson Chamber of Commerce
Utilities

SCHOOLS

Phoenix Union High School Board

PROFESSIONS

Architects
Engineers
Landscape Architects
Planners

COLLEGES

College of Architecture, Arizona State University
College of Engineering, University of Arizona
Urban Planning Program, University of Arizona

FEDERAL AGENCIES

Bureau of Land Management
Tonto National Forest

STATE AGENCIES

Game and Fish Department
Highway Commission
Highway Department
Highway Patrol
Legislature
Parks and Recreation Association
Planning & Building Commission
State Department of Health
State Land Department
State Parks Board

COUNTY

Agriculture Extension Service
Planning and Zoning

OTHER

League of Arizona Cities and Towns
Papago Tribal Council
Planning Association of Arizona
White Mountain Recreation Enterprise

POLICY STATEMENTS

STATEMENT #1 ON CONSERVATION OF VIEW

Billboard Policy

1. Our policy is based on the concept of Conservation of View (natural and man-made), and that each community should take the appropriate legal steps to attain this goal.
2. Our concern with outdoor signs is not based on quality, graphics, structure or size, but with their location or placement in the Arizona landscape.
3. As a representative Commission, we discourage the use of Federal, State, County, Municipal Government and special district lands for placement of outdoor signs.

June 16, 1966

STATEMENT #2 ON CONSERVATION OF VIEW

Billboard Policy Relating to Public Lands

Whereas, the Federal Government has offered leadership and assistance to the state and local governments in the commendable effort to assure unto perpetuity that all America may be and appear attractive, clean and intelligently developed; and,

Whereas, the Governor of Arizona and significant numbers of other responsible citizens are actively working to preserve and improve the beauty of their state; and,

Whereas, outdoor signs, posters and markers of any nature are an immediate breach of the view,

Now therefore, it shall be the policy of the Governor's Commission on Arizona Beauty to respectfully request the several agencies and offices of the Federal Government located in Arizona and the many public agencies operating in the state to minimize their use of outdoor signs and specifically we request:

that the number and size of such signs be kept to the effective minimum required for public information and direction;

that, in those instances where official highway signs will not suffice, any off-road signs be constructed, if possible, of natural materials of the immediate vicinity;

that, if color be used, such color be chosen to harmonize with local natural coloration;

that, to reduce individual-sign sizes, the repe-

titious identification of an administering agency in a general area of jurisdiction be avoided; that the use of "off-premise" signs, such as the ubiquitous military recruiting signs, be re-evaluated in favor of more direct approaches, recognizing that by such use the exposure is inescapable for all the public, yet the proper audience is, in this case cited, very realistically limited to the service-eligible youth; and, finally, we suggest that the continued and increasing use of large, often repetitive, signs by Federal, State and local agencies represents an improper precedent and a distinct deterrent to progressive action by local government to restrain such unsightly land use (abuse).

August 5, 1966

STATEMENT #3 ON EXECUTION OF BEAUTIFICATION PROJECTS AS PART OF LOCAL PLANNING PROGRAMS

Whereas, The Governor's Commission on Arizona Beauty has adopted the following statement of objectives: "To promote clean, attractive, well-designed communities, beautiful highways, parks, shorelines, historic sites and structures through a continuing state-wide program of public education and action among citizens, governmental groups and other organizations; and to protect and encourage awareness and appreciation of Arizona's abundant natural beauty;" and,

Whereas, local planning and improvement programs and projects offer numerous opportunities to preserve natural beauty and to encourage well-designed development in both public and private developments; and,

Whereas, various State and Federal programs of financial participation in local planning and development permit and encourage planning for and development of beautification projects and the preservation of natural beauty,

Now, therefore, BE IT RESOLVED that the Commission desires to encourage Municipal and County officials to undertake in local planning programs appropriate studies, plans, design standards, regulations and improvement projects to preserve natural beauty and create beauty in land development and civic improvements.

August 5, 1966

RESOLUTIONS

RESOLUTION

Highway Beautification Act

Whereas, the Governor's Commission on Arizona Beauty supports the purposes of the National Highway Beautification Act of 1965, and

Whereas, the State of Arizona, through its Highway Commission, must have enabling legislation to comply with and participate in the National Highway Beautification Act of 1965, and

Whereas, Senate Bill 228 and House Bill 153 contain the necessary provisions, in proper form, to enable the Arizona Highway Commission to administer the National Highway Beautification Act, and

Whereas, accurate information has been provided the 1966 Arizona Legislature by the Arizona Highway Department, and the Arizona Roadside Council fully demonstrating the necessity and urgency of passage of Senate Bill 228 or House Bill 153, and

Whereas, the opponents of these bills have supported their position with nothing more authoritative than the distortions of their own rhetoric, and

Whereas, The Governor's Commission on Arizona Beauty not only abhors the imminent damage to Arizona's highway construction program and industry with the accompanying loss of millions of dollars annually from the wages of highway construction labor, the Governor's Commission on Arizona Beauty protests the possible loss of available Federal funds that will create a sizeable investment in the beauty and desirability of our state, and

Whereas, with neighboring states participating in the programs of the Highway Beautification Act of 1965, the Arizona tourist industry will be seriously handicapped in its competition for tourists and greatly damaged by their loss, and

Whereas, this session of the Legislature is nearing adjournment;

Therefore, be it resolved that the Governor's Commission on Arizona Beauty prays that our responsible legislators will take immediate action to pass this vital legislation.

March 31, 1966

RESOLUTION

Air Pollution Control

Whereas, the Governor's Commission on Arizona Beauty has been created by an Executive Order of the Governor of the State of Arizona to promote clean, attractive, well-designed communities, beautiful highways, parks, shorelines, historic sites and structures through a continuing state-wide program of public education and action among citizens, governmental groups and other organizations and to also protect and encourage awareness and appreciation for Arizona's abundant natural beauty, and

Whereas, air pollution is recognized to be detrimental to the public health and welfare of the State's population, and can and does affect the success of an important segment of Arizona's economy, tourism, and

Whereas, the inhabitants of the State of Arizona take great pride in the conditions of their environment, and

Whereas, the Governor's Commission on Arizona Beauty recognizes that many different elements contribute to the fouling of the air and that responsibility is not to be simply placed on the shoulders of a few industries which have over the past years contributed to the success of the State's earning capacity; nevertheless, it urges the responsible leadership of the extractive industries to heartily and immediately support the air pollution control measures presently before the State Legislature.

Be it, therefore, resolved that the Governor's Commission on Arizona Beauty urges the elective representatives of the State of Arizona to pass House Bill 64, which will enable the delegated local health authorities to effectively enforce the existing air pollution control laws.

March 31, 1966

RESOLUTION

Discontinuance, Door-to-Door Mail Delivery

The Governor's Commission on Arizona Beauty, concerned with the overall environment of the State of Arizona, notes that a recent ruling of

the U.S. Post Office will stop door-to-door mail delivery in new residential subdivisions.

Since this will mean the proliferation of outside mail boxes in new densely-developed residential areas, the Commission believes this contradicts the goals for community appearance defined by Mrs. Lyndon B. Johnson and being implemented by the Department of Housing and Urban Development, the Department of Interior, the Department of Agriculture and the U.S. Bureau of Public Roads.

The Governor's Commission on Arizona Beauty notes the Post Office Department's stand on introduction of economies in its operations, but the policy does not apparently consider the community values which the Nation, as a whole, is endeavoring to enhance.

Therefore, be it resolved that the Governor's Commission on Arizona Beauty advise Mrs. Lyndon B. Johnson, Secretary Stewart Udall, Secretary Orville Freeman, Secretary Robert Weaver, Mr. Rex M. Whitton and Postmaster General Lawrence F. O'Brien that the recent Post Office Department decision to stop all new residential route door-to-door mail delivery is a retrogressive step because it will create a national clutter in our developing residential areas.

August 5, 1966

RESOLUTION

Central Arizona Project

Whereas, the members of the Governor's Commission on Arizona Beauty are particularly sensitive to and appreciative of those who would protect the incomparable beauty of the Grand Canyon from any possible destruction; and,

Whereas, as Arizonans, we are also aware of the vital and urgent need for development of water resources for the well-being, security and prosperity of the present and future generations of Americans, we accept our responsibility of judgment of the merits of H R 4671 with utmost seriousness; and,

Whereas, in the opinion of the Governor's Commission on Arizona Beauty, the construction and operation of the dams need not be an intrusion on the grandeur, beauty, and the magnificence of the Grand Canyon; and,

Whereas, the construction of the Hualapai and Marble Canyon Dams would, in the future, make accessible to untold numbers a breathtaking conservation and recreation resource for the spiritual enrichment of the visitor, which has heretofore been limited to a few; and,

Whereas, between the Hualapai and Marble Canyon Dams there will still remain two hundred miles of unobstructed and undefiled wilderness area,

Now, therefore, be it resolved that the Governor's Commission on Arizona Beauty supports H.R. 4671, and at the same time, calls upon the Secretary of the Interior to develop and apply criteria for site planning, landscaping and dam construction which would be compatible with the resource, and to promulgate rules and regulations in relation to the construction of roads, transmission lines, dams, maintenance of lake levels and operation of satellite service facilities so as to fully protect the awesome grandeur and intrinsic value of this outstanding resource, thus preserving and even enhancing the wilderness beauty of the Grand Canyon.

August 5, 1966

RESOLUTION

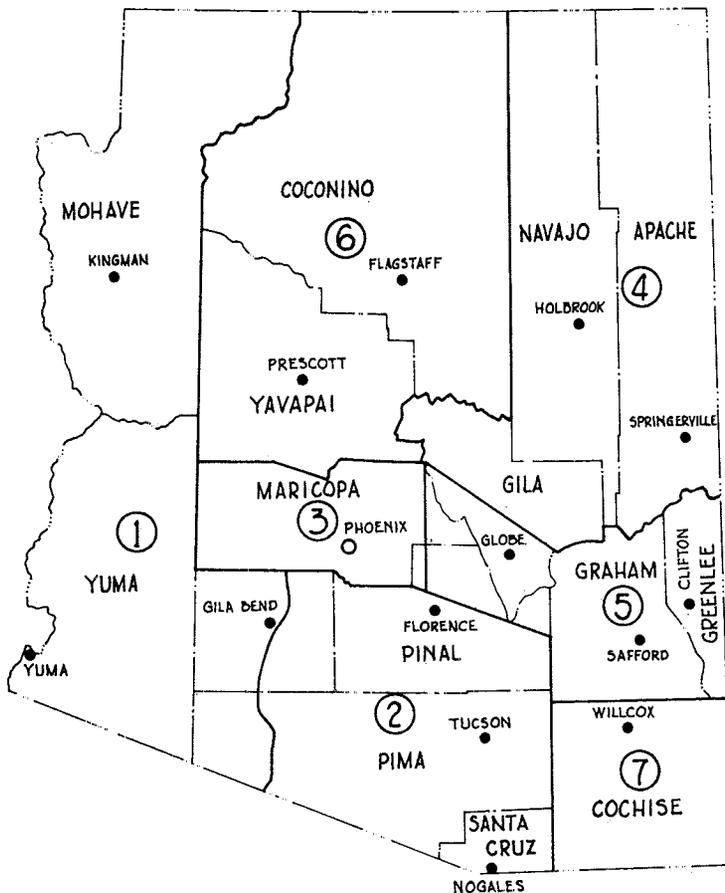
Signs and Garish Appearance

The Commission on Arizona Beauty, with a primary concern to protect, enhance and improve the quality of the physical environment, recognizing the service rendered by roadside facilities such as service stations and restuarants, nevertheless deplores the scale of signs and their garish appearance at the facilities on Interstate 10 adjacent to Picacho Peak and Texas Canyon.

December 16, 1966

GOVERNOR'S COMMISSION ON ARIZONA BEAUTY

Work Districts — May 19, 1966



AREA REPRESENTATIVES

Dist. 1 — Western Arizona Area

(Yuma to Kingman, Gila Bend, Ajo and other communities in this area)

Harold D. Fife
Elmer L. Butler

Dist. 2 — Pima, Santa Cruz and Pinal Counties

Jerry D. Smithey
Lloyd J. Perper
Mrs. J. R. (Mabel) Weadock

Dist. 3 — Salt River Valley

(Including Apache Junction)

Eddie M. Brown

Dist. 4 — Northeastern Arizona Area

(Show Low to Four Corners area, Holbrook, etc.)

James D. Sparks
Bus Mead

Dist. 5 — East-Central Arizona Area

(Globe, Miami, Safford, Morenci, Clifton, etc.)

Dr. E. R. Rabogliatti, Mayor, Globe

Dist. 6 — North-Central Arizona Area

(Flagstaff, Prescott and other communities in area)

George Sprinkle

Dist. 7 — Southeastern Arizona Area

(Douglas, Bisbee, Tombstone, Willcox, etc.)

Mrs. Sam (Florence) Levy

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Eddie M. Brown, President Arizona Parks & Recreation Assn.	Phoenix	Bus Mead, Commissioner, District IV Arizona Highway Commission	Winslow
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Robert D. Curtis Chief, Special Services Division Arizona Game and Fish Dept.	Phoenix	Robert S. Oliver, AIA College of Architecture, ASU	Tempe
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O. M. Lassen, Commissioner Arizona State Land Department	Phoenix	J. F. Weadock, Asst. Publisher <i>Arizona Daily Star</i>	Tucson
*Dennis McCarthy, Director Arizona State Parks Board	Phoenix	Fred Weiler, State Director U.S. Bureau of Land Management	Phoenix
J. Paul McGinn Park Central Development Company	Phoenix		

*Executive Committee

STANDING COMMITTEES

Air Pollution Committee

Business and Industry Promotion Committee

Law Enforcement Committee

Legislative Committee

Private Organization and Government Liaison
Committee

Program Development Committee

Public Information Committee

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Roy Drachman Realty Company	Tucson		
<i>Robert Buechner</i>		<i>Second Vice Chairman:</i>	
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		Coconino Co. Planning & Zoning Com	Flagstaff
The Hon. Isabel (Mrs. Richard) Burgess		Oliver K. Moristo, Vice Chairman	
Member-elect, State Senate	Phoenix	Papago Tribal Council	Sells
<i>Elmer Butler</i>		William Mullins, Assistant Manager	
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Eller Outdoor Advertising Co. of Ariz.	Phoenix	Mayor, Town of Hayden	Hayden
*Harold D. Fife		Jerry D. Smithey	
Landscape Contractor & Nurseryman	Yuma	Manager and Vice President	
Jerome L. Froimson		Newell Salvage Company	Tucson
Attorney at Law	Phoenix	James D. Sparks, Manager	
Bennie M. Gonzales, Architect	Phoenix	White Mountain Recreation Enterprise	Whiteriver
Mrs. Blanche N. Johnson, President		*Phil Stitt, Editor	
Ariz. Assoc. of Colored Women's Clubs	Tucson	Arizona Architect Magazine	Phoenix
Mrs. Leota Jorgenson	Douglas	Mrs. J. F. (Mabel) Weadock	
Mrs. C. A. (Maxine) Lakin, Member		Arizona Representative,	
Phoenix Union High School Board	Phoenix	Keep America Beautiful, Inc.	Tucson
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Institute of Landscape Architects	Phoenix		

*Denotes Member, Executive Committee

Mrs. Harvey W. (Janis) Johns, Secretary

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