



ScenicNevada.org



[Home](#)

NEW! [Truckee Meadows Livable](#)

[Communities](#)

[Lecture Series](#)


[March 21-April 18, 2005](#)

[Earth Day-April 24, 2005 - Idlewild Park](#)

[Become a Member of Scenic Nevada?](#)

[Scenic Nevada Heritage Fund](#)

[2005 Photo Contest - Students Entries due April 1/05](#)

[Scenic Views: Quarterly E-mail Newsletters](#) 

[Smith Receives Environmental Leadership 2004 Golden Pinecone Award](#)

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it's the only thing that ever has".
Margaret Mead

Scenic Nevada is a 501 (c) (3) nonprofit, non-partisan, environmental organization that works to preserve, protect and enhance the scenic character of Nevada.

Our principal activities are to educate the general public of the economic, social, and cultural benefits of scenic preservation. This includes [billboard and sign control](#), protecting and supporting Scenic Byways, promoting sound wall alternatives, supporting open space and greenways plans, minimizing the impact of cell towers, preserving hillsides and drainageways and supporting the [Truckee Meadows Growth Task Force](#).

The passage of Reno Billboard Ballot Question R-1 in November of 2000 by 57 % for and 43% against uncovered overwhelming support for the cessation of unregulated billboard growth.

Scenic Nevada is open to everyone, although our efforts are focused toward the benefit of Nevada.

Scenic Nevada is an Affiliate Member of [Scenic America](#) which is a national, nonprofit organization based in Washington, D.C. whose mission is to preserve and enhance the scenic character of America's communities and countryside. Since 1978, Scenic America has helped citizens and public officials in thousands of communities nationwide to protect their scenic heritage. Scenic America advocates for federal, state, and local laws and policies that support scenic conservation and community livability.

[Truckee Meadows
Growth Task Force](#)

Contact Us

Scenic Nevada
P.O Box 32
Reno, NV 89504
(775) 329-3117 (phn/fax)

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- [Site Map](#)
ScenicNevada.org
- [Home Page](#)



ScenicNevada.org




[Home](#)

[Earth Day-April
24, 2005 -
Idlewild Park](#)

[Become a Member
of Scenic Nevada?](#)

[Scenic Nevada
Heritage Fund](#)

[2005 Photo
Contest -
Students Entries
due April 1/05](#)

[Scenic Views:
Quarterly E-mail
Newsletters](#) 

[Smith Receives
Environmental
Leadership 2004
Golden Pinecone
Award](#)

[Truckee Meadows
Growth Task
Force](#)

[Truckee Meadows
Livable](#)

Join Scenic Nevada.

We are always looking for resources and volunteers in our goals of preserving and enhancing Nevada's scenic character. If you are interested in demonstrating your support for Scenic Nevada, please print our [membership form](#) and send it to us! Our contact information can be located below.

All financial contributions to Scenic Nevada are 100% tax deductible. Thank you for your interest!

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- [Site Map](#)
- [ScenicNevada.org](#)
- [Home Page](#)

[Communities](#)
[Lecture Series](#)
[March 21-April 18,](#)
[2005](#)



ScenicNevada.org




[Home](#)

[Earth Day-April 24, 2005 - Idlewild Park](#)

[Become a Member of Scenic Nevada?](#)

[Scenic Nevada Heritage Fund](#)

[2005 Photo Contest - Students Entries due April 1/05](#)

[Scenic Views: Quarterly E-mail Newsletters](#) 

[Smith Receives Environmental Leadership 2004 Golden Pinecone Award](#)

[Truckee Meadows Growth Task Force](#)

[Truckee Meadows Livable](#)

Scenic Nevada Heritage Fund

Gifts for the Future — It is clear that a long-term effort must be sustained if Nevada's scenic heritage is to be protected and enhanced for future generations. Gifts to the NEVADA SCENIC HERITAGE FUND may include cash, appreciated stock or real estate. Making a bequest is another simple and straightforward way to ensure that Scenic Nevada can work to protect our natural beauty for years to come.

The following language will help your attorney in preparing your will or adding a codicil to your present will:

"I give, devise, and bequeath the sum of \$ _____ to Scenic Nevada, a 501 C (3) nonprofit corporation organized under the laws of Nevada and operating from our business address of P.O. Box 32, Reno, NV 89504, for its general purposes."

The trust officer at your bank can provide additional information about how you can make an endowment gift or bequest to Scenic Nevada.

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- [Site Map](#)
- [ScenicNevada.org](#)
- [Home Page](#)

Communities
Lecture Series
March 21-April 18,
2005



ScenicNevada.org




[Home](#)

[Earth Day-April
24, 2005 -
Idlewild Park](#)

[Become a Member
of Scenic Nevada?](#)

[Scenic Nevada
Heritage Fund](#)

[2005 Photo
Contest -
Students Entries
due April 1/05](#)

[Scenic Views:
Quarterly E-mail
Newsletters](#) 

[Smith Receives
Environmental
Leadership 2004
Golden Pinecone
Award](#)

[Truckee Meadows
Growth Task
Force](#)

[Truckee Meadows
Livable](#)

Scenic Nevada Invites you to focus on:

"Signs or Scenery" The view from Nevada's Roads , 2005 Photo Contest for Students

Topics: Billboard Blight, Natural Scenery, Tele-Communication Towers, Well-Designed on Premise Signs, Garish Signs, Public Landscaping, Urban Sprawl, Wildflowers, Smart Growth, Roadside Litter, Scenic By-Ways, Junkyards, Sound Walls, Historic Buildings, Illegal Dumping, Attractive Development, Unattractive Development, Drainageways, Hillside Development, Greenways, Open Space

Objective: To create an awareness of the importance of preserving, protecting and enhancing the scenic character of Nevada and its roadways. Scenic Nevada hopes to display how our Nevada's appearance - including tasteful signage, landscaping, examples of native and historical artifacts, and buildings can positively affect Nevada's tourism industry, economy, and quality of life.

Deadline: April 1, 2005

Rules:

1. Photographs must be taken in Nevada.
2. Photographs shall be 4" x 6" in size. (Do not mount)
3. Photographs must have a 3" x 5" card attached to each photograph listing student's name, address, phone number, e-mail address, school, grade, teacher's name, location, of subject and a short statement of what the photographs show about Nevada's beauty or blight.
4. Each student shall submit no more than three (3) photographs.
5. Only one prize will be awarded per student.
6. All photographs submitted become the property of Scenic

Communities
Lecture Series
March 21-April 18,
2005

Nevada, and may be displayed or published in our ongoing efforts.

7. Any photographs not meeting contest rules cannot be judged.

Judging — Photographs will be judged by professionals for:

- How community and roadside appearance affects Nevada's scenic beauty, tourism, quality of life, etc. (either positively or negatively).
- Originality, creativity, use and imagination.
- Photographic Quality.

Prizes

▶ Grand Prize-Scenic Beauty
\$150.00

▶ Grand Prize-Scenic Blight \$150.00

First Place: Grades 5,6,7,8 – \$100.00 — Grades 9,10,11,12 – \$100.00

Second Place: Grades 5,6,7,8 – \$50.00 — Grades 9,10,11,12 – \$50.00

Third Place: Grades 5,6,7,8 – \$25.00 — Grades 9,10,11,12 – \$25.00

Honorable Mention: – (2) Certificates – (2) Certificates

Mail To:
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Phone: 775-329-3117
E-mail dgsmith@bigsky.reno.nv.us

Sponsor: NEVADA OFFICE MACHINES
James & Sherry Pilzner, 775-329-2870

[See Winners from pervious 2004 contests](#)

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- [Site Map](#)
ScenicNevada.org
- [Home Page](#)



ScenicNevada.org



Scenic Nevada Newsletter – Winter 2005


[Home](#)

[Earth Day-April 24, 2005 - Idlewild Park](#)

[Become a Member of Scenic Nevada?](#)

[Scenic Nevada Heritage Fund](#)

[2005 Photo Contest - Students Entries due April 1/05](#)

[Scenic Views: Quarterly E-mail Newsletters](#) 



[Smith Receives Environmental Leadership 2004 Golden Pinecone Award](#)

[Truckee Meadows Growth Task Force](#)

[Truckee Meadows Livable](#)

Welcome to the Scenic Nevada's Online Newsletter.

Contents

- Growth Task Force forms plan of action
- Scenics continue work on addressing sprawl in Truckee Meadows
- New sound walls block views
- Chairman receives environmental award
- Scenic Nevada Executive Board chosen at annual membership meeting
- Supporters celebrate the fifth anniversary of Scenic Nevada at the annual membership party.
- New Officers and Board Members
- Livable Communities Lecture Series
- Scenic Nevada Spring Calendar
- [Winter 2005 Newsletter – Adobe PDF File Format \(670KB\)](#) 
- [Fall 2004 Newsletter – Adobe PDF File Format \(670KB\)](#) 



[Communities](#)
[Lecture Series](#)

[March 21-April 18,
2005](#)

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- [Site Map](#)
[ScenicNevada.org](#)
- [Home Page](#)



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Board of Directors

EXECUTIVE BOARD

- **Douglas G. Smith**, Board of Directors Chairman
- **Chip Latham**, Vice-Chairman
- **Lori Wray**, President
- **Neal Cobb**, Vice President

- **Chuck Swezey**, Treasurer
- **Cynthia Geyer-Newberg**, Secretary
- **Charles Ragusa** Director At Large

BOARD OF DIRECTORS

- **Cynthia Albright**
- **Aline Barber**
- **Mercedes de la Garza**
- **Scott Gibson**
- **Toni Harsh**
- **Stacey Lomer**
- **Lisa Mayo-DeRiso** (Southern Nevada)
- **Patty Melton**
- **Peter Chase Neumann**
- **Jim Pilzner**
- **Diane Ronsheimer**
- **Warren Ronsheimer**
- **Julie Sferrazza**
- **Bill Young**

ADVISORY BOARD

- **Tom Clark**
- **Jan Gilbert**
- **Ginnie Kersey**
- **Candice Pearce**
- **Helene Sasser**
- **Dr. A.A. Schonder**
- **Jessica Scott** (Eastern Nevada)
- **Richard Wood**

HONORARY BOARD

- **Buffy Jo Dreiling**
- **Vivian Freeman**
- **Toni Harsh**
- **Marilyn Melton**
- **Sunny Minedew**
- **Peter Chase Neumann**
- **Renate Neumann**
- **Jim Pilzner**
- **Sherry Pilzner**
- **Penny Roskoski**
- **Walt Roskoski**
- **Douglas G. Smith**
- **Chris Wicker**



Douglas G. Smith, Chairman

Doug Smith was born and raised on a Montana wheat and cattle ranch. After completing high school he volunteered to serve in the U.S. Marine Corps as a Machine Gunner and Drill Instructor.

He served in the Korean War and was awarded the Purple Heart for wounds received in

enemy action. After being discharged from the US Marine Corps, Smith attended and graduated with a BS Degree from Montana State University.

He returned to MSU to receive his Masters Degree after being out of college for 22 years. His many work related experiences included: County Extension Agent, Chairman; Director, Montana State ASCS Office; Director Montana Water Resources Board; Office of the Montana Governor; Assistant Director, Western Wheat Associates; Real Estate Associate; Manager, Apartment Complex; Safety and Energy Specialist, UNR; Safety Specialist, Circus Circus--Hotel Casino; Safety Specialist, Nevada Office of Traffic Safety and Loss Control Consultant, Nevada SIIS. He is currently serving as a member of the Reno Ward 1 Neighborhood Advisory Board.

Smith has served as a Reno Planning Commissioner and a Reno member of the first Regional Planning Commission where he became involved in approving a Reno Billboard Ordinance.

He formed Citizens for a Scenic Reno in January of 2000 along with concerned citizens who desired to limit the proliferation of billboards and wanted to assist in rewriting a new Billboard Ordinance. Smith has served as Chairman of Scenic Nevada for the past two years. He recieved the W. Clark Santini Cup in May 2002 because of his work leading a grass roots petition effort that helped usher in a law to curtail billboard advertising in the Truckee Meadows.

In 2004 Doug was awared the [Pine Cone Award](#) for his work with Scenic Nevada.



Scott Gibson, Board of Directors

Scott Gibson is the Vice Chair of Scenic Nevada. A civil engineer, he has more than 25 years of highway construction, pavement evaluation and design, and pavement research experience. He has overseen highway and airport construction projects, developed new and rehabilitation pavement designs for projects from major interstates to local roads, and has managed data collection efforts from local projects to international World Bank Projects.

Gibson has been involved in international projects for the World Bank in Nigeria. He was

responsible for installing and implementing laboratory and field materials testing equipment, training Nigerian personnel in equipment use and maintenance during the development of the Pavement Evaluation Unit (PEU). This was a facility developed for the Nigerian Federal Ministry of Works, to evaluate and manage the national highway network.

Gibson was responsible for the set up and operation of a field laboratory for the reconstruction of sixty miles of State Highway 305 for the Nevada DOT. Prior to obtaining his engineering degree and professional registration, he was a senior engineering technician, certified by the National Institute for the Certification in Engineering Technologies.

He began his career in 1975 working on a survey crew with the New Mexico Department of Highways involved in the layout and construction control of new highway and bridge alignments.

He holds a B.S. degree in Civil Engineering from the University of Texas at Austin. He is President of the American Society of Civil Engineers, Truckee Meadows Branch; a member of the Citizens Advisory Committee to the Reno Redevelopment Agency; and a member of the Citizens Advisory Committee to the Washoe County Regional Transportation Commission.



Cynthia Albright, Board of Directors

Cynthia Albright has been active in the Truckee Meadows since her arrival to Reno in 1990. For 13 years, Albright has served on numerous commissions and boards including the Reno Recreation and Parks Commission, the Central Neighborhood Advisory Board and Parks and Cultural Arts Foundation Board of Directors. She is a member of the American Institute of Certified Planners (AICP), the American Planning Association, the Urban Land Institute, and the National Recreation and Park Association.

Albright has a Masters Degree in Urban Planning and Architecture from UCLA. As a certified planner with 18 years of public and private sector planning experience, she

currently manages the planning and landscape architecture division of Stantec Consulting in Reno. As a Senior Associate, Albright uses her skills in the areas of community involvement, urban design, planning, research and GIS to effectuate positive change in the built environment. Albright performs a broad range of planning services including feasibility studies, master planning, subdivision design, neighborhood plans, GIS database development and analysis, recreation and open space planning.

In 1999, Albright received the DeBoer Award in the "Outstanding Plan" category by the American Planning Association for the Reno-Stead Corridor Joint Plan while employed with Washoe County Community Development.

Albright is honored to serve on the Board of Directors for Scenic Nevada. The pristine mountains, clean air and spectacular views lured her to the Truckee Meadows from a beach community in Orange County. She believes it is important to serve organizations whose edicts preserve the quality of life in the Truckee Meadows.



Cynthia Geyer-Newberg, Secretary

Cynthia Geyer-Newberg is a third generation Nevadan. She grew up in Sparks and attended the University of Nevada, Reno. She was a teacher at Swope Middle School and now owns her own business in hairdressing.

Her husband Jim works for International Game Technology and is currently serving as chairman of Southeast Reno Neighborhood Advisory Board. He was instrumental in her decision to take an active position. I joined Citizens For A Scenic Reno (now including Scenic Nevada), and soon found herself the Secretary of the organization. I now feel that my concerns have a voice backed by many. The Newbergs have two grown sons and live in the Double Diamond Ranch area.

Cynthia says, "Preserving the beauty of this area is important to me, as I do remember it in its most pristine time and love the mountains and spectacular views. In the years that have passed, I've watched the Reno and Sparks areas grow from very small communities to what they are today."



Chuck Swezey, Treasurer

Chuck Swezey was born and raised in the Finger Lakes region of central New York State. Graduating in 1956 from the U.S. Military Academy, he served as an Artillery Officer, both stateside and in Germany.

In 1962, he was appointed a Foreign Service Officer with the State Department and served in various capacities in Washington and in Latin America. In 1970, he returned to the states to pursue a graduate program in water resources management at Cornell University. He received his Masters in Public Administration degree in 1972. After that he was offered a position within the Research and Development Office of the National Oceanic and Atmospheric Administration in Rockville, MD.

Much of his time there was spent working on problems of pollution of the nation's coastal waters and the Great Lakes. In 1984 he was very involved in helping to secure passage of new Federal legislation to protect the striped bass fisheries off the mid-Atlantic coast. Swezey retired from the Federal Government in 1986 and moved to Reno in 1988. Like so many others, he was impressed with the scenic beauty of the Truckee Meadows and the surrounding mountains. Not to mention the mild climate, the sunny days and the relative lack of traffic, although that part is changing, he admits.

Swezey tries to take full advantage of the outdoor activities available here throughout the year. He is convinced that the economic future of the Truckee Meadows is very much dependent on enhancing the attractiveness of our community. This includes stopping the proliferation of billboards. "Billboards should not be growth industry in the Truckee Meadows or anywhere else in Nevada", he asserts.

Swezey is currently serving as Treasurer of Scenic Nevada.



Aline C. Barber, Board of Directors

Aline Barber was born in Berlin, Germany of Polish/Russian parents right after WW11. The family immigrated to the U.S. in 1949 and she was raised in New Jersey and Connecticut before they moved to Los Angeles in the early 1960's. Aline attended Santa Monica City College and UCLA where she thought medicine would be her chosen field. Instead the world became her university and for the next 20 years she traveled the world living in the Middle East and Europe, living and traveling on a 60ft. sailboat with friends for 3 years which took her to Mexico, Central America, the Galapagos Islands, Peru, and the islands of French Polynesia and Hawaii. For a couple of years she co-owned a gallery/boutique in Los Angeles, where they exhibited art and items from the exotic places where she had been. The South Pacific called again and Aline returned to live in Tahiti, then on to Fiji and New Caldonia and sailed to Australia in 1976.

In Australia Aline met her future husband Tom Barber, an Australian architect and environmentalist. She became a professional photographer and "step-mother to a 2 year old boy Ulysses, who is now a Computer Scientist living in Sydney with 5 year old grandson Julian. It was there that Aline and Tom with a small group of people, including founders of Greenpeace from Canada went to Albany, Western Australia to protest and help close down the last whaling station in Australia. Upon returning to the U.S. with Tom in 1980 they worked with a group in Santa Ynez Californi, who were involved with Solar technology and installations. This evolved to other alternative technologies and moving to Tehachapi, California, where Tom designed the first major wind farms in the world. It was a time of "pioneer spirit" and optimism. It proved to them that you can make a difference, be "green", create energy, care for the planet and even make money. Also beautiful design and aesthetics were imperative. Since then Aline has assisted her husband in architectural projects here in the U.S. and abroad.

In 1998 they returned to the U.S. from Sydney with their 6 year old son Tatlin and moved to Reno. Tatlin is now in the 6th grade attending Jessie Beck. Friends and people asked "why Reno"? Aline responded, " because of the beauty, the mountains, the quality of life, an easy place to live and work and raise a family." They bought a home in the southwest because of the proximity to "downtown" and being across the road from the "lovliest meadow" called Rosewood Wash. It was when a developer threatened to build in the wash that Aline got involved with her friends and neighbors Lori and Mark Wray and some others to try and protect the major drainageways and help create and protect open space

in Reno. This is how she met Doug Smith, chairman of Scenic Nevada, and became a member and now on the board of directors. In Scenic Nevada, Aline found a wonderful eclectic group of people from all walks of life who share one common denominator, "they truly care about Nevada, and are committed to respecting the past, trying to save what beauty is here and to influence how Reno and Nevada evolve in the future."



Mercedes de la Garza, Board of Directors

Mercedes de la Garza has been active in the Reno/Tahoe community for the last seven years and has served on several boards and committees including the City of Reno Arts and Culture Commission, the Reno Redevelopment Agency Citizen Advisory Committee, Historic Reno Preservation Society, Heritage Tourism Coalition, the Truckee Meadows Heritage Trust, the Art Consortium, and the Sierra Business Council.

De la Garza is a licensed architect in Nevada, California, and Texas having received her first professional degree (Bachelor of Architecture) at the University of Texas at Austin in 1989, her second professional degree (Master of Architecture, Design and Theory) at the University of California, Los Angeles in 1994 and studied with Enric Miralles (Spain) and Peter Cook (UK) in Post Graduate Master Class at Staatliche Hochschule für Bildende Künste - Städelschule, Frankfurt Germany in 1994-5.

In addition, during 1991-1992 Mercedes pursued an independent study of indigenous architecture in the Sub-Saharan regions of West Africa. Mercedes has been employed with several award-winning architecture firms, most notably with AIA Gold Medallist Charles W. Moore FAIA from 1986 to 1991. Together with team Dagmar Richter, their work was selected as Second Prize in the International Competition for The Royal National Library in Copenhagen, Denmark (1993).

While with Faulkner Architects at Tahoe, de la Garza's designs have received a 1998 AIA CVC Merit Award for Commercial Building and a 2000 AIA CVC Citation Award for Residential Building. Her work has been exhibited in Europe and the United States and has been published in several periodicals including **Architectural Record** and **Zodiac**, as well as the 1996 and 1997 Association of Collegiate Schools of Architecture publications.

She is currently a partner in de la Garza Sonder LP Architect Studio in Reno, Nevada and de la Garza Rusanoff Sonder Architect Studio in Truckee California. Mercedes is also co-owner of Hammer and Hand, a retail store in Reno.



Jan Gilbert, Board of Directors

Jan Gilbert has lived in Washoe Valley for 21 years. Jan graduated from UCLA with a Bachelor of Arts Degree in Economics. She is co-founder and the Northern Nevada Coordinator of the Progressive Leadership Alliance of Nevada (PLAN). A former elementary school teacher, Jan has worked on economic justice and environmental justice issues at the state legislature for 19 years.

She began her advocacy work in Nevada for the League of Women Voters and served as the President of the Carson City Chapter and as a state board member. Jan has received numerous Humanitarian Awards including the Mike O'Callanhan Humanitarian of the Year Award from the Truckee Meadows Human Services Association, the Hannah Humanitarian Award from the Committee to Aid Abused Women, Public Citizen of the Year from the National Association of Social Workers and the Women's Role Model Award from the Nevada Attorney General. She has served on the Department of Human Resources Block Grant Commission for 7 years and was the Chair for two of those years. Jan co-founded the Nevada Empowered Women's Project, a non-profit organization representing low-income women.

In addition, Jan Gilbert was a candidate for the Nevada State Assembly District 26 in 2002.



Jim Pilzner, Board of Directors

Jim Pilzner has been the owner of Nevada Office Machines in Reno for twelve years and has sold office equipment for over 25 years. Pilzner is an active member in the community and currently serves on the Southeast Washoe County Citizens Advisory Board.

He is a former Reno City Councilman and one of the first Reno City Planning Commissioners. He is currently a member of Connected Communities, the Republican Men's Club and the Hidden Valley Country Club.

Pilzner was born in San Antonio, Texas and raised in Detroit, where he graduated from Michigan State University. He is married to Sherry Morrey, whose family own the local beverage company Morrey Distributing. Sherry is a former flight attendant and is a figure skater enthusiast. The Pilznors have three children.

Pilzner says it makes economic sense to preserve the area's quality of life. "Reno is a beautiful city and billboards detract from that beauty," he says. "Billboards don't make sense from a business perspective when your community depends on tourism." Pilzner is a one of the directors of Scenic Nevada.



Diane Ronsheimer, Board of Directors

Diane Ronsheimer was born and raised in Pasadena California. She earned her Associate

of Arts degree from Pasadena City College and her Bachelor of Science degree from California State Polytechnic University, Pomona.

She received her California State Teachers Credentials in Biological Science and Physical Education from Long Beach State and in Home Economics from San Jose State. She taught Physical Education in the Anaheim School District until after her son Eric was born.

She was a substitute teacher in Southern California and San Jose for 25 years. She retired in 1998 and moved to Reno in 1999. Her son Eric, a University of Nevada, Reno graduate, is a Software Engineer specializing in high-end audio/video entertainment products. He lives in San Jose.

Reno was an easy choice for her retirement home. She came to love this area during her frequent visits to her husband's family and to her son when he was at the university, and to ski. Despite her attraction and commitment to Reno, there are things that she would like to see improved. She became an active member of Scenic Nevada to become involved in issues that could contribute to making Northern Nevada an even better place to live and visit.



Warren Ronsheimer, Board of Directors

Warren Ronsheimer moved to Reno from California in 1950. He is a graduate of Reno High School and the University of Nevada.

After receiving his Bachelor of Science in Electrical Engineering degree in 1963, he returned to California where he worked as an engineer and engineering manager in the aerospace industry.

He received his Master of Science degree in 1973. For his last 20 working years, he managed the implementation and retrofit of large-scale satellite mission ground stations and terrestrial data communications systems.

He took early retirement in 1998 and moved back to Reno in 1999. He is the former Vice Chairman of the Scenic Nevada and is now serving as one of its board of directors.



Lisa Mayo-DeRiso, Board of Directors

Lisa Mayo-DeRiso is the President of Mayo & Associates, a business development, market research and strategic planning firm located in Las Vegas, Nevada. Her areas of expertise are marketing applications for business development, gaming, government, and hospitality and venture capital consulting.

Mayo-DeRiso has over 24 years of professional experience in market research and strategic marketing, with over ten years specific to gaming and hospitality. Ms. Mayo-DeRiso has been the president of Mayo & Associates for over eleven years.

Her work specific to government agencies seeking market research include projects for the City of Henderson, Clark County, Southern Nevada Water Authority, Clark County Sanitation District, City of Boulder City and the Regional Transportation District. Her work specific to business development includes such projects as World Market Center LLC and the Las Vegas Coffee Company.

Mayo & Associates has been the research firm for the Greenspun Media Group for over eight years; conducting market research for **ShowBiz** magazine, **Las Vegas Life** Magazine, and numerous other special projects and research assignments. In 1998, she became the Director of the Gaming Practice in Las Vegas, Nevada for PricewaterhouseCoopers. Under her direction, the practice was involved in several high profile gaming and feasibility studies in Nevada and Michigan. She left after 14-months to direct several large contracts with her firm. Prior to founding her company in 1992, Ms. Mayo-DeRiso was the director of marketing for two major Las Vegas strip hotel/casinos.

Mayo-DeRiso sits on the Board for Lili Claire Foundation, Scenic Nevada, Las Vegas Art Museum, UNLV Boxing Team and the American Red Cross of Southern Nevada; was a founding member of Habitat for Humanity of Southern Nevada; and is active in many community related projects. Known as a community activist, she has been a leader on several issues within Clark County. Most notable are her work to control the expansion of neighborhood casinos, the passing of a more restrictive off-premise sign ordinance for

Clark County, the drafting of an ordinance to protect the Red Rock Conservation area from non-compatible development, and efforts to include more restrictive policies for non-conforming zone requests and increased public participation in land use issues.

Mayo-DeRiso's educational background includes a Bachelor's degree in business and economics from the University of Colorado, and a Master's degree in Business Administration from Pepperdine University. She teaches undergraduate and graduate courses in economics and marketing at the Community College of Southern Nevada and the University of Nevada, Reno.



Lori Wray, President

Lori Wray was born and raised in southern California, moving to Reno in 1992. She graduated from California State University, Long Beach in 1978 with a degree in journalism. Lori worked as a staff writer on The Anaheim Bulletin and The Orange County Register and as an editor on The Belmont Citizen near Boston, before leaving in the early 80's to stay home with her children.

She is married to Mark Wray, a civil attorney here in Reno. They have three children: Holly, a senior at the University of Missouri, Columbia majoring in journalism; Sam, a sophomore at Boston University; and Jack, a seventh-grader at Swope Middle School.

After visiting the area several times on family vacations, the Wray family moved to Reno 12 years ago, buying a home in southwest Reno that backs up to a beautiful meadow, known as Rosewood Wash. It was the threat of development near her backyard which eventually drew Lori into joining Scenic Nevada.

"After speaking out against what was about to happen, I looked around to see what I could do to make changes and that's when I learned about Scenic Nevada," Lori said. "The beauty of this place is why we moved here and the people in Scenic Nevada are committed to keeping Nevada beautiful."



Bill Young

Bill Young is a native Nevadan who grew up in Northern Nevada and attended the University of Nevada, Reno. He worked for the Nevada Department of Transportation nearly four decades. One of his duties was to act as the state administrator of Lady Bird Johnson's Highway Beautification Project, which set out to preserve the nation's scenic highways from billboards, blight and other visual obstructions.

Young sees his involvement in Scenic Nevada as one of its board members as an extension of his work at the NDOT. "I want to carry out Lady Bird Johnson's vision for a Scenic America," says Young.

Young also served as former trustee for the Carson/Tahoe Hospital, past president of the State of Nevada Employee's Association as well as Western Association of Government Employees. He is past chairman of the Silver City Town Board and chief of that municipality's volunteer fire department.

He has also been active in the Masonic Lodge and the Republican Party. Young has been married to Ardell, a retired librarian for 45 years. The Youngs have one daughter and one granddaughter. Young is retired and enjoys spending time with his family.

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- [Home Page](#)



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Scenic Nevada — In the Media

- **March 22, 2005 — Automobiles driving urban sprawl in Truckee Meadows** — If you want to slow urban sprawl, then get rid of a few automobiles — per household that is. The number of vehicles is a more important factor in creating urban sprawl than residents escaping crime, inner-city schools or other things, said Robert Wassmer, an economics professor at California State University at Sacramento. Wassmer lectured Monday night at the Washoe County Main Library. He was the first of five people lecturing in the “Truckee Meadows Livable Communities,” series. The series sponsored by **Scenic Nevada** and the local chapter of the American Planning Association — — Susan Voyles RENO GAZETTE-JOURNA
- **Commissioners delay vote on Station tower**
Las Vegas Sun; December 4, 2003
- **Scenic Nevada announces photo contest winners**
Reno Gazette-Journal; May 6, 2003
- **Billboard company, county at odds over damage**
Reno Gazette-Journal; February 10, 2003
- **Reno council to seek legal opinion on billboard ordinance**
Reno Gazette-Journal; February 5, 2003
- **Billboard industry asks Nevada Supreme Court for rehearing on ban**
Associated Press; January 13, 2003
- **Clarify limits on initiatives**
Reno Gazette-Journal Editorial; January 10, 2003
- **Proposal would clarify Nevada petition process**
Reno Gazette-Journal; January 8, 2003

- [**Group urges billboard relocation ban**](#)
Reno Gazette-Journal; December 19, 2002
- [**Group hails billboard ruling**](#)
Reno Gazette-Journal; December 19, 2002
- [**Reno billboard ban upheld by Nevada high court**](#)
Reno Gazette-Journal; December 18, 2002
- [**The report's in the mail**](#)
Reno News and Review; August 29, 2002
- [**Cashell slammed for his use of billboards**](#)
Reno Gazette-Journal; August 29, 2002
- [**Critics want different approach to TRPA proposal**](#)
Reno Gazette-Journal; August 28, 2002
- [**Officials want to regulate Tahoe scenery**](#)
Reno Gazette-Journal; August 13, 2002
- [**Reno council rejects ordinance on cell phone towers**](#)
Reno Gazette-Journal; June 5, 2002
- [**Council wants a cell phone tower plan**](#)
Reno Gazette-Journal; March 13, 2002
- [**Group vows to continue fight against billboards**](#)
Reno Gazette-Journal; January 30, 2002
- [**Reno council allows moving billboards**](#)
Reno Gazette-Journal; January 23, 2002
- [**Sparks OKs new sign laws**](#)
Reno Gazette-Journal; January 16, 2002
- [**Sign question won't go away**](#)
Reno Gazette-Journal; January 10, 2002
- [**Reno to allow billboards to move**](#)
Reno Gazette-Journal; January 9, 2002
- [**New sign law could add billboards**](#)
Reno Gazette-Journal; January 7, 2002
- [**Sparks City Council revisiting billboard ordinance yet again**](#)
Sparks Tribune; January 4, 2002

- **New Sparks sign ordinance called 'confusing'**
Reno Gazette-Journal; December 23rd, 2001
- **City says billboards can be moved**
Reno Gazette-Journal; November 14th, 2001
- **City attorney opposes billboard moratorium extension**
Reno Gazette-Journal; August 21th, 2001
- **Proposed sign ordinance a radical change**
Reno Gazette-Journal; August 20th, 2001
- **Smith helps dump 'trash on a stick'**
Great Falls Tribune; July 23rd, 2001
- **The Little Guys Win**
Reno News & Review June 30th, 2001
- **Council stresses billboard rule content**
Reno Gazette-Journal; May 17th, 2001
- **Sparks enacts billboard ban**
Reno Gazette-Journal; April 24th, 2001
- **Sparks officials struggling to control billboards**
Reno Gazette-Journal; April 23rd, 2001
- **Sign Language**
American City and County; April 2001
- **Reno to pay costs of billboard lawsuit**
Reno Gazette-Journal; November 22nd, 2000
- **Reno council ready to settle suit, ad 12 billboards**
Reno Gazette-Journal; November 14th, 2000
- **No surprise on billboard issue**
Reno Gazette-Journal; November 8th, 2000
- **Billboard and parks bond issues win; other local measures lose**
Reno Gazette-Journal; November 8th, 2000
- **Reno News and Review endorses R-1**
Reno News & Review November 2nd, 2000
- **City to review new billboard batch**
Reno News & Review October 26th, 2000

- **Billboard measure is too restrictive**
Reno Gazette-Journal; October 26th, 2000
- **Judge throws out billboard ordinance**
Reno Gazette-Journal; October 14th, 2000
- **The punchline of billboard ads**
Sparks Tribune; October 13th, 2000
- **Council decides to stop accepting billboard applications**
Reno Gazette-Journal; October 11th, 2000
- **Reno councilman asks for moratorium on new billboards**
Reno Gazette-Journal; October 5th, 2000
- **Council delays billboard rules until after Nov. 7 vote**
Reno Gazette-Journal; September 27th, 2000
- **Billboard foes working on ballot language**
Reno Gazette-Journal; September 19th, 2000
- **Judge permits billboard ban on Nov. 7 ballot**
Reno Gazette-Journal; September 15th, 2000
- **Herman tangled in billboard ban issue**
Reno Gazette-Journal; August 28th, 2000
- **Group predicts victory against Reno billboards**
Reno Gazette-Journal; August 15th, 2000
- **Reno billboard revision meets universal loathing**
Reno Gazette-Journal; August 7th, 2000
- **Reno planners decide on billboards tonight**
Reno Gazette-Journal; August 2nd, 2000
- **Reno billboard supporters halt petition effort**
Reno Gazette-Journal; July 27th, 2000
- **Group claims enough signatures for billboard referendum**
Reno Gazette-Journal; July 26th, 2000
- **Council won't stop new billboards**
Reno Gazette-Journal; July 19th, 2000
- **Reno billboards are subject of dueling petitions**
Reno Gazette-Journal; July 17th, 2000

- **Billboard ordinance goes before planning commission**
Reno Gazette-Journal; July 12th, 2000
- **Petition to stop new billboards**
Reno Gazette-Journal; April 1st, 2000
- **Billboard company seeks to kill restrictions**
Reno Gazette-Journal; March 21st, 2000
- **Nevada residents fight light pollution**
Reno Gazette-Journal; March 1st, 2000
- **Activists seek to limit billboards in Reno**
Associated Press; February 26th, 2000
- **Fight over billboards heating up**
Reno Gazette-Journal; January 17th, 2000
- **Advertisers want airport billboard space**
Reno Gazette-Journal; January 12th, 2000
- **Why did city give such sparse notice?**
Reno Gazette-Journal; December 27th, 1999
- **RGJ: Reno should review open-meeting law, politician says**
Reno Gazette-Journal; December 18th, 1999
- **Don't undercut billboard rules**
Reno Gazette-Journal; December 6th, 1999
- **Outdoor advertisers want more billboards in Reno**
Reno Gazette-Journal; December 3rd, 1999

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Awards for Scenic Nevada

Neal Cobb Awarded Santini Cup for 2004

Neal Cobb is a native Nevadan, born and raised in Reno. His worth ethic has been to preserve the history and culture of Northern Nevada and make it a quality locale in which to live.

Neal's gifted oral communication skills and good will is reflected in the adage "that he never met a person he didn't like" or "ignore a cause to better our community", as a reflection of his love of Nevada and immense civic spirit.

Neal Cobb's community involvement and work ethic includes but is not limited to:

- Historian of the Alumni Board of Reno High School
- Past Chairman, Board of Adjustment, Washoe County.
- Member, Washoe County, Design and Review Committee.
- Board Member, City of Reno, Committee on Historical Resources.
- Vice President of Ridge House who provides a helping hand by counseling, room and board to recently discharged felons from the Nevada State Penitentiary.
- For the past seven years Neal Cobb has been the Sheriff (Presiding Officer) of Western
- International's Chapter called Nevada Corral, which keeps western culture alive.
- Past President, Golden Valley Homeowner's Association.
- Past President, Harold's Club pioneer group
- Past Coordinator of G.O.D. (Good Old Days).
- Board of Directors-Scenic Nevada
- Has personally presented approximately 300 presentations on "Reno's History" to diverse groups such as school children, senior citizens, etc.
- Past member of "Keep Truckee Meadows Beautiful".
- Currently active in personally removing litter and spearheading an annual cleanup drives in the North Valleys of Washoe County.

The quote by Ghandi, "We must be the change we want to see in the world." epitomizes Neal Cobb.

Neal Cobb served for 10 years on the West University Neighborhood Advisory Board (NAB) which included the University of Nevada, Reno campus. He represented the NAB on eight different Candidate Searches for UNR faculty members and support staff.

Mr. Cobb organized and directed the "Campus to Keystone" cleanup for the first seventeen times, working with the fraternities and sororities of the University of Nevada, Reno.

He received the "Golden Sage Environmental Award" from the City of Reno for his efforts.

He is an Honorary Curator of the Nevada State Historical Society Museum, which is located on the University of Nevada, Reno campus.

Neal Cobb is one of a kind who has used his tremendous collection of Reno photographs of Nevada History as a stepping stone to preserve and keep Nevada culture alive.

Chairman of Scenic Nevada Awarded Santini Cup

Doug Smith, chairman of Scenic Nevada, has been chosen as the 2002 recipient of the W. Clark Santini Cup. He received the award at a May 7th reception at Morrill Hall on the campus of the University of Nevada, Reno.

The award committee chose Smith because of his work leading a grassroots petition effort that helped usher in a law to curtail billboard advertising in the Truckee Meadows. The committee also said Smith's tireless advocacy and oral communication were a key factor in getting the billboard ordinance passed.

Former Nevada Congressman Jim Santini and former U.S. Attorney Kathryn Landreth both praised Smith's efforts before the award presentation.



Smith said the he was humbled by the award and was honored that it was in the name of the late Clark Santini, a community activist who preserved Rancho San Raefel Park.

"We all have a choice in how we make worthwhile contributions in leaving behind a better community than we found," Smith said. "It is a matter of priority, but with a commitment from dedicated volunteers nothing is impossible."

Upon receiving the award, Smith acknowledged his group's volunteers, without whom he said "David would not have been able to slay Goliath."

The Santini Cup is awarded to a person in the community who has demonstrated proficiency in using oral communication to achieve good works or bring significant benefits to the local community.

Featured in the above photograph from left: Former Nevada Congressman Jim Santini, Scenic Nevada Chairman Doug Smith, and former U.S. Attorney Kathryn Landreth at a reception for the W. Clark Santini Cup.

Citizens for a Scenic Reno (Scenic Nevada) Receives Stafford Award

(WASHINGTON, DC, October 23, 2000) -- Today, Scenic America presented the Stafford Award to Citizens for a Scenic Reno, in recognition of their courage and tenacity in telling the billboard industry, "Enough is enough -- no more billboard blight in Reno."

Citizens for a Scenic Reno formed in January 2000 to defeat a proposed ordinance that would radically increase the number and location of billboards in the city. After working with the billboard subcommittee of the Reno City Council for months without success to limit the number and location of billboards, the group began collecting signatures to put a citizen's initiative on the November ballot to prohibit the construction of new billboards in Reno.



Despite a competing initiative petition by Nevada Outdoor Media Association to allow new billboards in previously off-limits areas of Reno, and a lawsuit intended to make Citizens for a Scenic Reno back down, the citizens' group continues to fight to preserve their city's beauty and distinctive character.

"For nearly 20 years, Scenic America has supported groups like Citizens for a Scenic Reno who take on the well-funded and powerful billboard industry," said Meg Maguire, president of Scenic America. "This industry regularly uses legal maneuvering, misinformation, and personal attacks to block citizens' efforts to remove visual blight and restore scenic beauty in their communities."

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 in many ways nationally. The awards are named for Robert Stafford, former United States 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, MC; Mayor Joseph Riley and the City of Charleston, SC; and Mayor Michael White, Cleveland, OH.

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[Scenic Nevada Heritage Fund](#)

[2005 Photo Contest - Students Entries due April 1/05](#)

[Scenic Views: Quarterly E-mail Newsletters](#) 

[Smith Receives Environmental Leadership 2004 Golden Pinecone Award](#)

[Truckee Meadows Growth Task Force](#)

[Truckee Meadows Livable](#)

Truckee Meadows Growth Task Force

On July 13, 2004, the Washoe Board of County Commissioners (BCC) expressed support for the creation of a Growth Management Task Force to be created in lieu of placing a measure on the November 2004 Ballot regarding growth management issues.

At the June 22, 2004 BCC meeting, two Washoe County residents (Susan Lynn, Public Resource Associates and Doug Smith, Scenic Nevada) spoke under Public Comment to request that a question be placed on the November 2004 Ballot regarding more effective growth management in the Truckee Meadows region.

On July, 13, 2004, the BCC received testimony from representatives of the Reno-Sparks Chamber of Commerce and Economic Development Authority of Western Nevada (EDAWN) in support of the creation of a [Growth Management Task Force](#) in lieu of placing a measure on the ballot regarding growth management issues. Susan Lynn of Public Resource Associates and Doug Smith of Scenic Nevada also spoke in favor of the creation of such a task force. The BCC expressed support for the task force and voted against placing a measure on the ballot.

Mission Statement

The [Truckee Meadows Growth Task Force](#) brings together a group of community members with diverse perspectives to gather and evaluate information about the impact & consequences of the growth in the region and to provide recommendations to the appropriate governmental entities that will ensure an enviable quality of life, economically and environmentally in the Truckee Meadows now and in the years to come.

Truckee Meadows Growth task Force Steering Committee

Communities

Lecture Series

March 21-April 18,
2005

Affordable Housing

Bob Nielson, Shelter Properties, Inc.

Construction/Development

John Breternitz - Q & D Construction

Terry Reynolds - Wingfield Nevada Group

Tim Ruffin - Colliers International

Par Tolles - Trammel Crow Company

Education

Tim Griffin - Retired WCSO Principal

John Lilley, President, UNR

Environment

Susan Lynn, Public Resource Associates

Stacey Lomer - Scenic Nevada - Architect

Tina Nappe - Activist

Doug Smith, Chairman, Scenic Nevada

Gaming/Tourism/Recreation

Stephen Ascuaga - John Ascuaga's Nugget

Phillip Satre - Harrah's Entertainment, Inc.

Steve Trounday - Reno Hilton

Lynn Thompson - RSCVA

General Public

Lynn Atcheson

Jesse Hall, Retired WCSO Principal

David Lan - UNR FireAnts Terra Escence Inc. CollegeAlley.Com

Theresa Navarro - Dickson Realty

Bob Fulkerson - Progressive Leadership Alliance of Nevada
(PLAN)

General Business

Valerie Glenn - Rose/Glenn Group

John Kirsch - Sportif USA

Labor Steve Muchicko - Southwest Regional Council of
Carpenters

Meetings Date, Time & Location Day and Time of Meetings:
First and Third Thursdays - 4:00 PM to 6:00 PM

Place of Meetings: Reno-Sparks Chamber of Commerce Office
Sierra Nevada Board Room 1 East First Street, 16th Floor Reno,
NV

More About Truckee Meadows Growth Task Force (TMGTF)

A community coalition is looking for ways to encourage sustainable growth, which it hopes will ensure the environmental as well as economic health of the Truckee Meadows. The Truckee Meadows Growth Task Force (TMGTF) was forged by leaders of Scenic Nevada, the Economic Development Association of Western Nevada (EDAWN) and the Reno Sparks Chamber of Commerce at a recent meeting of the Washoe County Commission.

Scenic Nevada Chairman Doug Smith attended that June 22 session in support of a proposed advisory ballot measure suggested by Susan Lynn, of the Truckee Meadows Yacht Club. The proposed text of the ballot measure was, **“Shall the Nevada Legislature amend the local land use laws in Washoe County to more effectively limit growth within sustainable natural resource constraints, and ensure adequate, fundable levels of service and infrastructure (such as schools, fire and police protection, roads, water and sewer)?”**

Scenic’s chairman supported Lynn’s measure and also suggested a task force composed of diverse community interests to “study growth and how to sustain our quality of life.” “The Truckee Meadows must address growth management before it is too late, otherwise we will be faced with urban sprawl, which can never be repaired in the decades to come,” Smith said.

Others at the meeting voiced similar concerns saying they want the Truckee Meadows to continue to be a place where they wanted to live 20 years from now. Business leaders, developers and builders attending the county commission meeting agreed with the idea of forming the task force.

Since that session, the task force has held meetings twice monthly to identify issues and find common ground. Task force leaders also attended the Sierra Business Council’s recent annual conference held locally at the Siena Hotel Spa Casino. There members looked at different ideas and methods for developing community interest in finding meaningful solutions on growth.



TMGTF Leaders assemble outside the chambers of the Sparks City Council, where they recently met to give an update on the group’s progress.

From October through early December, the group focused on recruiting members. Out of 60 applications submitted, 22 people were selected to join the task force. Now the group is holding meetings to further define its mission and role, learning about the issues involved in achieving sustainable growth and identifying potential solutions and recommendations for the community.

Members meet from 4 to 6 p.m. on the first and third Thursdays, Chamber Offices, 16th Floor of Reno City Hall. Most recently a delegation of TMGTF returned to the county commissioners and the chambers of the Reno and Sparks city councils to report on its progress.

At each government session, the delegates said that after their groundwork was accomplished, they might need to return to request staff time and financing for the strategies they develop.

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Livable Communities

The Initiative for Scenic Nevada Communities (In SNC)

To advance a livable and scenic Truckee Meadows that reflects sound growth management and community values."

A vision of the Truckee Meadows in 20, 50, 100 years

Surrounded by mountains and accented by the green ribbon of the Truckee River, Reno and Sparks enjoy a unique and beautiful setting. If we all work together to guide the ways in which the Truckee Meadows region grows and develops, we can ensure that our communities remain healthy, beautiful, enjoyable and prosperous, and that the area's outdoor beauty and recreational opportunities will support a prosperous and sustainable tourism economy for generations to come. This is the Initiative for Scenic Nevada Communities' vision of what could be and what will be if we all work together:

A: Open Space and the Environment

People in Reno and Sparks enjoy beautiful views and easy access to recreational opportunities on our public lands.

The Truckee River is the centerpiece of our region and point of pride, a ribbon of green bringing life through our communities. Along its banks are parks, walking paths, beaches and scattered walking malls, shops and restaurants, all of which invite people to enjoy the place and each other.

Air is clean, water is pure, and our open spaces support healthy populations of the native plants and animals that make this region beautiful and unique. The Truckee Meadows Rim Trail circumnavigates the Truckee Meadows, provides refreshing views and opportunities for recreation and exercise through the hills around the valley. Our public lands beyond the fringes of town are protected and offer convenient and

welcoming access.

B: Community Design and Development

Being a product of our region and unique history, our communities are distinctive (not just the same old strip malls and fast food everywhere), representing architectural and development styles that reflect our natural surroundings and culture.

Our neighborhoods are people-friendly, with trees, parks, public commons and undeveloped open space. Paths, trails, parks and other open space (often called greenways) connect neighborhoods with each other, with shopping and with public lands at the edge of town. Our communities have unimpeded views of the magnificent mountains surrounding the Truckee Meadows.

Housing opportunities exist for people of all incomes and needs.

C: Transportation

- Neighborhood traffic flows smoothly at speeds that encourage walking and bicycling, and this has resulted in an increased sense of community and ownership. Congestion throughout the region is minimal, and levels of service are acceptable.
- Stores are easily accessible by autos, public transit, bicyclists and pedestrians.
- Our communities are designed to accommodate the needs and safety of both wildlife and people.
- Downtown has diverse shops and services that allow those who live there to meet their daily needs without driving or taking transit to a distant shopping mega-center.
- Billboards that hide beautiful scenery are a thing of the past.

D: Citizen Involvement

Our citizens care about the impact planning and development have on the quality of life in our neighborhoods and communities.

Citizens speak out to elected officials and agencies about their concerns, and these agencies have processes that welcome this input.

How will In SNC achieve this vision?

By concentrating on the three following types of activities:

- Educating community leaders and the public about the benefits of managed growth and alternatives to sprawl.
- Advocating for prudent land-use policies that consider long-term effects to natural resources, the fiscal health of local governments and quality of life.
- Engaging citizens in the planning and decision-making that affect their families and communities.

And using the following tools:

- Powerpoint presentations
- Brochures
- Facilitation/visioning workshops around the region
- Media campaigns to get stories in the papers, on radio and on TV
- Well-researched, visionary presentations on Smart Growth efforts/successes around the country
- Active, coordinated, visionary representation at all levels, from CABs and NABs to the City Council and Planning Commission
- Land-use policies with teeth, which will ensure visionary planning into the future.

Specific goals within areas of focus:

1. Open Space and the Environment

- Preserve existing open spaces within and on the fringes of our urban areas.
- Enhance air and water quality by reducing urban sprawl, which creates air pollution through increased traffic and water pollution through impervious land coverage (asphalt and rooftops).
- Ensure the continued availability and quality of water by preserving the natural drainage and filtering characteristics of the landscape, and promoting sound water conservation practices.
- Enhance air, water and scenic quality in the Truckee Meadows by restoring native vegetation and habitat and reducing impervious coverage as property is redeveloped.
- Advance affordable and sustainable energy use by promoting efficient energy practices and products.
- Preserve the beauty of our high-altitude night sky without sacrificing safety by promoting the use of efficient lighting on our streets and in our neighborhoods.

2. Community Development and Design

- Create additional open space and public gathering commons within our urban areas.
- Incorporate trails and greenways into every development and redevelopment project to increase scenery and quality of life, and to link the places people live with the places they want to go.
- Support incentives in development investment to strengthen the region's urban centers and established neighborhoods rather than create sprawling, isolated, auto-oriented subdivisions and commercial centers.
- Encourage urban design that efficiently utilizes resources and existing infrastructure. Infill and redevelopment of aging neighborhoods and shopping areas are opportunities to revitalize the urban core and halt growth in inappropriate areas.
- Encourage the exercise of private property rights that enhances community quality of life while being consistent with community values and adopted land use policies.
- Ensure that development decisions are predictable, equitable, cost-effective and consistent with community values.
- Promote a diverse range of housing, job location, and transportation choices.

- Embrace high standards for architecture, urban design and property maintenance to reflect community pride.

3. Transportation

- Reduce sprawl, thereby reducing the need for additional streets and highways, which in turn reduces traffic congestion and driving time.
- Upgrade roads to accommodate pedestrian, cycling and transit facilities before widening roads or building new ones.
- Ensure that all modes of transportation are equitably addressed in transportation planning, design and funding. Promote safe, comfortable and accessible facilities that serve the entire population, including the old, young and disabled.
- While new development pays for impacts upon the regional transportation system, this factor should be one of several considerations in approving new roadway development. Other considerations should be impacts to existing neighborhoods, linkages to existing areas, and if new facilities support the desired regional urban form.
- Pedestrian, cycling and transit facilities need to be incorporated into all new community design.
- Beautify the public roadway system landscaping, street furniture and lighting to ensure that streets add value and blend with our region's character. v

4. Citizen Involvement

- Fully engage the public in the preparation of all community plans, policies and capital improvement projects that impact neighborhoods, communities and the region.
- Support planning processes that encourage early public input, and not simply perfunctory in order to gain "buy off" on preconceived ideas.
- Public involvement should be ongoing, proactive and collaborative, rather than limited and adversarial.
- Encourage the involvement of people and groups who have historically not participated in planning.v
- Welcome public activism because it enriches democracy.
- Encourage local governments to include and appreciate individuals who exercise their constitutional rights of expression.

On February 7, 2003, Congressman Earl Blumenauer (D-Ore) spoke at events in Reno at the request of Senator Harry Reid (D-Nev) on the subject of land use and transportation issues. He is often described as the "Johnny Appleseed of Livability" as he has worked with many local citizens and organizations toward more effective civic partnerships to improve land use, environment, and transportation.

Blumenauer serves on the House Transportation and Infrastructure Committee where he has focused on creating policies and partnerships that will make communities safer, healthier, and more economically secure. He is the founder of the Congressional Bike Caucus, co-chair of the Task Force on Livable Communities, and a member of the House Sustainable Development Caucus.

Congressman Earl Blumenauer has been an Oregon elected official for his entire career.

As a member of the Portland City Council and Multnomah County Commission for almost twenty years, Blumenauer championed programs and policies that led to Portland's acclaim as one of the nation's most livable cities. His impact has led to greater choices in Portland transportation, curbside recycling, safer streets and greater care for nature. He has also recognized the need for strong partnerships throughout the executive branch and has urged various agencies to take the lead in promoting sustainable growth and increased community livability.

To find out more about Congressman Earl Blumenauer, visit <http://www.house.gov/blumenauer/>.



Congressman Earl Blumenauer (OR-3) and Chairman Doug Smith

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Students Entries
due April 1/05](#)

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Newsletters](#) 

[Smith Receives
Environmental
Leadership 2004
Golden Pinecone
Award](#)

[Truckee Meadows
Growth Task
Force](#)

[Truckee Meadows
Livable](#)

Truckee Meadows Livable Communities Lecture Series

**Five Speakers - Five Weeks — March 21 - April 18,
2005**

Truckee Meadows Livable Communities —The lecture series will explore initiatives and efforts to improve community livability. One local and four nationally recognized speakers will profile trends in growth management, community design and urban investment that are transforming 21st century communities.

The series is sponsored by the Northern Section of the Nevada Chapter of the American Planning Association and Scenic Nevada and is made possible by the financial support of the Mon Ben Snow memorial Trust.

**Lecture Times Are 5 Pm - 6 Pm
Washoe County Downtown Reno Library
301 South Center Street**

— A Free and Open to the Public Event —

About the Speakers

Communities
Lecture Series
March 21-April 18,
2005



Monday, March 21 — Causes of Urban Sprawl: With an Update on How Nevada and Northern California Compares

Robert Wassmer, California State University, Sacramento, CA



Monday, March 28 — Smart Growth on the Ground: How to Finance and Build Walkable Places

Chris Leinberger - Arcadia Land Company - Albuquerque, NM



Monday, April 04 — Three Stages of Growth Management

William Fulton - Solimar Research Group, Ventura, CA



Monday, April 11 — Building Great Communities Through Placemaking

Fred Kent, Project for Public Space, New York, NY



Monday, April 18 — Reno Revitalized:
Report on Urban Core Infill Projects

Stacey Lomer, Architect Reno, NV

 [Print This Announcement \(Adobe File - Color 3 Pages - 1.7MB\)](#)

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[Truckee Meadows Growth Task Force](#)

[Truckee Meadows Livable](#)

More About Scenic Nevada

Scenic Nevada is a 501 (c) (3) nonprofit, non-partisan, environmental organization that works to preserve, protect and enhance the scenic character of Nevada. Our principal activities are to educate the general public of the economic, social, and cultural benefits of scenic preservation. This includes [billboard and sign control](#), protecting and supporting Scenic Byways, promoting sound wall alternatives, supporting open space and greenways plans, minimizing the impact of cell towers, preserving hillsides and drainageways and supporting the [Truckee Meadows Growth Task Force](#).

The passage of Reno Billboard Ballot Question R-1 in November of 2000 by 57 % for and 43% against uncovered overwhelming support for the cessation of unregulated billboard growth.

Scenic Nevada is open to everyone, although our efforts are focused toward the benefit of Nevada.

Scenic Nevada is an Affiliate Member of [Scenic America](#) which is a national, nonprofit organization based in Washington, D.C. whose mission is to preserve and enhance the scenic character of America's communities and countryside. Since 1978, Scenic America has helped citizens and public officials in thousands of communities nationwide to protect their scenic heritage. Scenic America advocates for federal, state, and local laws and policies that support scenic conservation and community livability.

Our organization utilizes the talents and passions of a dedicated, diverse base of members who believe there is reason to protect the natural beauty of Nevada. We are a new and vigorous group who have begun to awaken a regional consciousness about the encroaching dangers to our communities and wilderness.

Communities

Lecture Series

March 21-April 18,
2005

The organization supports strong sign control, progressive transportation policy, responsible land-use planning, and other measures to preserve natural beauty and distinctive community character. Scenic America is dedicated to the principle that "change is inevitable; ugliness is not." For more information on Scenic America, including memberships and our other publications, please visit their website at www.scenic.org.

SunProductions Presents...

Reno area filmmaker and veteran SNCAT producer Sunny Minedew has created a video presentation titled Scenic Nevada. This documentary is approximately 25 minutes long and covers many topics of concern to Scenic Nevada members and supporters.

The presentation opens with Scenic Nevada Chairman Doug Smith as he discusses the problems associated with billboard proliferation and disrepair. The presentation captures many embarrassing moments for the billboard companies as you can see the full effect this problem has on scenery and community. Smith then talks about wireless communications towers and how to locate them with sensitivity to the environment. Again the presentation demonstrates many sensible solutions to the problem of unsightly cell towers: stealth placement in Sun Valley's clock tower, locating heavy equipment underground, and colocation (wireless companies agreeing to share space on the same tower).

We then hear from Scenic Nevada member Helene Sasser who talks about how Scenic Nevada involves itself in the revitalization of neighborhoods. She takes you on a virtual tour of a Reno neighborhood and discusses the importance of adhering to city code and the beautification of neglected greenways.

The presentation then checks in with Neal Cobb of Scenic Nevada as he and a few friends pick up litter in the wilderness around his home. Cobb discusses his feelings on the importance of litter control and community involvement. Those are some pretty hefty pieces of trash he's removing!

After this we talk to Scenic Nevada's Diane Ronsheimer, chairman of the Photo Contest for Students. We actually see the expert photo judges, Bob Goodman and Neal Cobb, making their decisions on the 2003 winners. Ronsheimer and the judges have a lot to say about how important it is to build awareness of and interest in Nevada's scenic character.

After some interviews with Scenic Nevada members and supporters the presentation takes you on the scene with Scenic Nevada's litter control efforts on a stretch of State Route 431 -- the Mount Rose National Scenic Byway. Watch as Scenic Nevada members brave the dangers of the highway and go

straight to the source of the problem to help beautify one of our state treasures.

This documentary-style video is available for presentations at schools, libraries, or for any interested parties. To locate a copy for yourself, please contact Scenic Nevada at (775) 329-3117.

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Context-Sensitive Highway Design

Advocate for Context-Sensitive Highway Design!

Roads and highways play a significant role in the visual quality of our communities, making transportation design a key component of smart growth and scenic stewardship. Citizens can demand "context-sensitive" highway design from their state department of transportation to ensure that all road design considers an area's built and natural landscape; takes into account the environmental, scenic, aesthetic, historic, community, and preservation impacts of a road project; and provides access for other modes of transportation such as bicycles, pedestrians, and mass transit.

In addition, citizens can encourage state lawmakers to adopt legislation to foster context-sensitive road design standards on a statewide basis.

Strategies for Advocating for Context-Sensitive Highway Design

The best time to promote context-sensitive highway design is early in the planning process. Seek opportunities to participate: find out how citizens and local organizations can have a role in transportation planning for your community so that you are a part of the ongoing decision-making process.

How to Participate in Long-term Transportation Planning

Join a citizen advisory committee for a local, regional, or state transportation planning agency. If such a committee does not exist, create one to fill the need. Explore opportunities for citizens to become involved locally in traffic management or road design, or initiate a community road design committee for your neighborhood.

Contact your metropolitan planning organization or state transportation agency about transportation projects you would like to see implemented. Most metropolitan regions (those with population over 50,000) have a metropolitan planning organization (MPO) which conducts transportation planning for the area. The MPO is responsible for the region's long-range transportation plan (typically 20 years) and short-term Transportation Improvement Program (usually three to six years).

Gather support in your community and among local officials for a specific transportation need; then request that the planning organization include the project in state and local transportation plans.

Organize your allies to participate in public hearings and submit testimony. Federal law requires each state and metropolitan planning agency to include public involvement in the adoption of transportation plans. Be ready at the hearing with a clear statement, questions, and alternative solutions. Citizens and experts alike can also submit written testimony.

Advocate for your state to pass context-sensitive highway design legislation. In addition to the state DOT, communicate your concerns to the governor and to members of the state legislature who sit on the transportation committee.

How to Participate in Specific Transportation Projects:

Make very clear your concerns about the project. Explain the features or characteristics you want to protect and outcomes you want to achieve, even if you don't yet have a specific design alternative you wish to promote.

Request visual simulation to illustrate what the project will look like as designed. The project engineer should be able to produce visual simulations to illustrate several alternative designs that will solve the problems both you and the engineer have identified. Computerized visual simulation, which can illustrate various design alternatives, can be an especially powerful tool for predicting the impact of the transportation project.

Develop an alternative proposal. Try to be positive in your efforts: identify not only what you don't want, but what you do want in this road project and how that can be accomplished. A positive, well-grounded alternative proposal, perhaps prepared by a hired consultant, can open some eyes. Establishing an alternative proposal also gives your potential allies a specific option to support besides the status quo or the original proposal.

(Material provided by Scenic America.)

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The City of Reno is well known for its beautiful mountain surroundings. Can you tell that from looking at the above photograph?



Billboard companies like to win you over with clever PSA messages like the one pictured above; however, there are more appropriate venues for this kind of message that do not create visual pollution. Chances are they want your good will for a reason.

Billboard and Sign Control

"I think that I shall never see, a billboard as lovely as a tree; indeed unless the billboards fall; I'll never see a tree at all". Ogden Nash, Poet

A community's history, culture, geography, and scenic qualities often form the backbone of civic pride. More and more, however, our communities and major highways look exactly the same, and billboards are one of the major culprits. Billboards blot out the natural beauty and architecture of communities, assets that should be highlighted, not hidden behind ugly billboards.

Billboards are often the leading edge of ugly sprawling development.

As rural areas are opened to new development, advertisers often move in to target new audiences, blighting the landscape with billboards.

Thirty-seven states fail to protect unzoned and rural areas, allowing companies to litter the countryside with signs; and 23 states permit billboard companies to cut down trees to improve the visibility of billboards.

Strict billboard control allows citizens, instead of billboard companies, to govern their visual environment. Tough



See our [history](#) to learn what we've accomplished on this topic!

See our [photo gallery](#) to see examples of billboards that pose problems to a Scenic Nevada.

Download the Reno [Billboard Inventory](#) available in Microsoft Excel format!



Our downtown areas are full of interesting architecture and historic destinations. How appetizing does this look to your senses? To a tourist's senses?



Many billboards fall into neglect or disrepair based upon the needs of the market. A skyline polluted by a feast of advertising is terrible enough, but we have to deal with their leftovers too?

The Best Approach



TODS, or Tourist-Oriented Directional

controls allow a community to protect its landscape, build civic pride, and encourage investment in the local economy.

Improving Communities with Billboard Control

Communities don't have to live with billboard blight. Across the country, citizens and local officials have worked together to fight the billboard industry and protect their communities. Using the following strategies, community organizations can preserve and enhance their local environment.

Community Education

Informing people of the value of billboard control, especially its beneficial effect on local economies and tourism spending, is one of the best ways to build community support for fighting billboard blight. Studies have repeatedly shown that scenic areas and beautiful communities are the places where people most want to live, work, and visit. Some common types of educational outreach include speaking to community and business groups, publishing articles in your local newspaper, and holding community workshops.

Voluntary Measures

Beautification projects are a good way to fight billboard blight, build civic pride, encourage investment, and attract tourism. Volunteer efforts to reclaim beauty and restore local character encourage citizens to take pride in their area by refusing to use billboards for commercial or public service advertising; urging landowners near roadways and commercial centers not to permit billboards on their property; and establishing an awards program to recognize people who have worked to rid their community of billboard blight.

Incentives

Incentives can provide significant motivation for improving local appearance and encouraging people to fight billboard blight. Small grants to community groups undertaking beautification projects, low advertising rates on billboard alternatives like logo signs or tourist-oriented directional signs (TODS), and tax breaks for landowners who agree to keep their property billboard-free can make a big difference in how a community looks.

Regulatory Measures

Every community working to permanently end billboard blight should first pass a temporary moratorium on all new billboard construction to make sure that the problem doesn't get any worse. During the moratorium, your local government can pass an ordinance that simply prohibits new billboard construction, as well as the relocation or rebuilding of existing billboards. Over time, there will be a gradual loss of billboards as development forces some billboards out of existing sites, while others fall into disrepair and must be removed.

Your community should also enact legislation to promote alternatives to billboard advertising such as logo signs and tourist-oriented directional signs (TODS). Logo signs and TODS display only essential traveler information and are smaller, less obtrusive, more affordable, and easier to read than billboards. Logo signs advertise gas, food, camping, and lodging at nearby highway exits. TODS are used on non-interstate highways and supply information about local tourist attractions, such as distances and directions.

Signs, are compact and concise alternatives to the billboard. **TODS** gives motorists a wealth of information without contributing to visual pollution.

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Scenic Byways in Nevada.

Nevada is home to numerous scenic byways including three that are federally designated. These descriptions are provided by the Nevada Department of Transportation, the US Department of Transportation, and the Federal Highway Administration.

Angel Lake Scenic Byway:

State Route 231 winds upward through sagebrush and quaking aspen to an alpine lake at 8,400 feet. Road closes during the winter months



Pyramid Lake National Scenic Byway:

North of Reno, State Route 445 around the shoreline of Pyramid Lake is the only byway in the nation entirely within a tribal reservation. Pyramid Lake is noted for its fishing, especially the Lahontan Cutthroat Trout.



Mt. Rose Scenic Byway:

State Route 431 climbs up Mt. Rose Summit to the 8,911-foot pass, then descends into the Tahoe Basin, affording travelers a magnificent glimpse of Lake Tahoe, America's greatest alpine lake. Scenic Nevada sponsors litter control on a segment of this scenic byway via the Adopt-a-Highway program.



Lake Tahoe National Scenic Byway:

State Route 28 and Highway 50 combine for a 28-mile stretch that's considered one of the most impressive in the world. The east shore of Lake Tahoe offers breathtaking views of the crystal clear lake, towering pine trees and snow-capped mountains, earning the title, "the most beautiful drive in America."



Red Rock Canyon Scenic Byway:

Just 17 miles outside Las Vegas, State Route 159 winds through the magnificent 197,000-acre Red rock Canyon National Conservation Area. Also on the route is Spring Mountain Ranch, once owned by millionaire Howard Hughes, now a state park.



The Las Vegas Strip:

Everything is larger, brighter, louder, faster and more visually overpowering than any place you've ever seen before. The Las Vegas Strip has been named an All-American Road, a prestigious federal designation, and is the only scenic byway that has the distinction of being as scenic and unique by night as by day.



Valley of Fire Scenic Byway

Valley of Fire State Park, Nevada's oldest and largest state park, is a unique collection of wind-sculpted red sandstone, accessible by highway 15 or State Route 169. Just off White Domes Road is an impressive overlook, showcasing rock formations with brilliant contrasting colors.



Great Basin Scenic Byway:

A 148-mile roadway that stretches through high-desert scenery, Highway 93 also runs through Nevada's highest concentration of state parks including Beaver Dam, Cathedral Gorge, Echo Canyon, Kershaw Ryan, and Spring Valley. Highway 93 joins Highway 50 where you'll find Cave Lake and Ward Charcoal Ovens state parks. Heading east on Highway 50 will take you to Great Basin National Park and spectacular Lehman Caves.



Mt. Charleston Scenic Byway

Three state highways, Lee Canyon Road (State Route 156), Deer Creek Road (State route 158), and a portion of Kyle Canyon Road (State Route 157) link Highway 95 with the majestic, 11,918-foot Mt. Charleston. All three roads provide easy access to the many recreation areas of the Humboldt-Toiyabe National Forest.



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The top of this fire station training tower would make a great location for telecommunications equipment. This is an excellent example of how just a little creativity can make a big impact on Nevada's scenic character.



Locating wireless technology underground can save our skylines from clutter. Efforts like this go a long way in reducing visual pollution.

Taming Wireless Telecommunications Towers.

The Visual Impact of Wireless Facilities

The presence of wireless telecommunications facilities, especially towers, arouses strong feelings in people who notice and care about the appearance of their community. While some citizens raise issues of safety -- "What if the tower falls? Does it emit radiation?" -- for most people the overwhelming concern is about the visual impact of wireless telecommunications towers, including their height and location.

The visual impact of a wireless telecommunications facility depends upon many factors, including surrounding land use and development patterns. In dense urban areas, the antennas can often be installed in less-noticeable locations, such as the roofs or sides of buildings that are high enough to send out their signals. Urban environments are also typically more visually diverse and complex, so antennas often do not attract attention the way they do in suburban and rural areas. Suburbs and other low-rise environments -- with fewer existing tall structures to accommodate the antennas -- face additional challenges over tower placement.

Rural landscapes in particular present distinct challenges for sitting wireless telecommunications facilities. Increasingly, towers are going up in rural areas and open spaces, rapidly changing the appearance of the countryside. Additional problems crop up in rural historic districts designated because of their historic structures and special landscapes.

Grappling with the Rapid Growth of Towers

One of the most surprising aspects of dealing with the visual impact of wireless telecommunications towers is how fast the demand, technology, and resistance are growing and changing. Most major cities and suburbs face demand not just for one or two towers, but for dozens. For citizens and local governments, it is important to find out exactly how many towers providers plan to construct -- otherwise, residents may find themselves winning one or two battles over specific tower placement, yet losing the bigger war to control the visual impact of all towers in their community.



Colocation means less towers. When multiple companies agree to share towers such as the one pictured above, they demonstrate a conscientious attitude toward our state's skylines.



Tree or telecom tower? Stealth towers such as this one are an excellent way for companies to get the most out of their investment while preventing visual pollution.

The Best Approach

Several factors are driving the race among wireless service providers to erect towers:

- **Capacity:** The rising number of users requires greater numbers of wireless telecommunications facilities (but not necessarily towers) to handle the calls.
- **Competitiveness:** Each wireless telecommunications service provider wants to capture access to as many calls as possible because they earn revenue on every call their antenna processes.
- **Coverage:** Providers are scrambling to build towers to open up new areas where wireless service is not yet available.

Because wireless telecommunications operates on a principle known as line-of-sight transmission (meaning that antenna sites have to "see" each other), there are valid technical considerations that bear on where to locate antenna sites. However, since the driving force behind wireless service providers is profit, companies often insist that their favored site is the only suitable location, when in fact it may simply be the site they anticipate will generate the greatest returns.

The stakes are high for the service providers. According to the Wall Street Journal, a prime antenna site can generate between \$50,000 and \$250,000 per month. Because of the tremendous profit potential, the industry pushes hard to obtain the optimum tower height. In reality, they often seek to build towers that are higher than necessary, not because shorter towers will not work properly, but in order to maximize rental income from wireless tenants.

What do wireless service providers look for in a site location? It is helpful for communities to understand the top preferences of wireless service providers for siting facilities. They include:

- Major transportation routes in the area, since wireless service providers want to cover these areas first;
- The topographical features of the land and minimizing obstructions to maximize seamless service; and
- The local population density, which helps wireless service providers determine what type of coverage is necessary.

Typically, providers will categorize the community -- rural, suburban, urban, etc. -- and then divide the area by the number of people on it.

Choices Abound



Stealth tower: closeup.

Even though municipalities typically require permits to erect new wireless telecommunications towers, they often issue such permits to companies with little delay. Citizens then find themselves saddled with a new tower before they even know what is happening. In many instances, a wireless service provider will declare that they must build a particular kind of tower at a specific height in an exact location for people to be able to use wireless phones. When it comes to varying any of these specifications, the company often claims, "We've got no choice." In response, a county council member from Prince George's County, MD noted that the wireless telecommunications industry is "the only industry that I know of that can come in and change the landscape without a great deal of public input."

While it is indisputable that facilities are necessary for the operation of wireless phones, wireless service providers have many choices about tower location, height, numbers, and appearance. The variety of viable tower height and location options has been revealed repeatedly as citizens have successfully protested visually intrusive tower proposals and gained more acceptable results. For instance, in Leelanau County, MI, when residents learned that the state police wanted to erect five new wireless telecommunications towers in their community, they organized to fight back. They formed the Leelanau Association for Sensible Towers, enlisted their state representative, began negotiating with the state police -- and got the total number of towers reduced to two.

(Material excerpted from "Taming Wireless Telecommunications Towers" by Ray Foote and Scenic America Staff.)

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Adopt-a-Highway Litter Control Program

Scenic Nevada has adopted a highway! We are responsible for 1.8 miles of the Mt. Rose National Scenic Byway (State Route 431). This scenic drive climbs up the Mt. Rose Summit to the 8,911-foot pass before it descends into the Tahoe Basin and reveals a breathtaking view of Lake Tahoe, America's greatest alpine lake.

[Learn more about Nevada's scenic byways.](#)

To learn more about adopting a highway in Nevada, please call the Nevada Department of Transportation at (775) 888-7000



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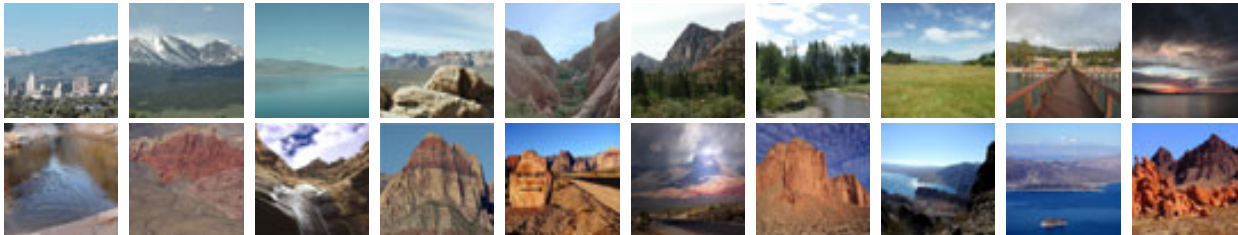
Scenic Nevada Photo Gallery.

The mission of Scenic Nevada is to preserve, protect, and enhance the scenic character of Nevada. This is what it looks like.

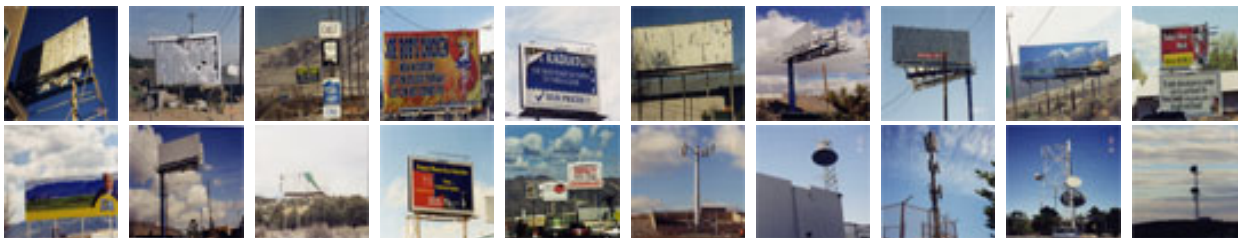
All photographs are property of their respective owners unless noted otherwise and are used with permission.

Please click on the thumbnail to load the full image onto a separate window.

The Scenic Character of Nevada.



Problems for a Scenic Nevada.



Scenic Nevada at Work.

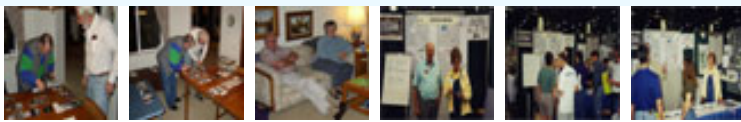


Photo Contest for Students: Contenders



Marilyn Melton Contributions to Scenic Nevada.



Photo Contributors:

Charles Francis is a Reno area writer and [poet](#) with an incorrigible habit of picking up new hobbies. His attempts at photography can be seen throughout the Scenic Nevada website in the Scenic Nevada Friends and Adopt-a-Highway Program pages.

Nate Haduch is an emerging and talented photographer active in art communities. Based out of Massachusetts, Mr. Haduch has generously granted us permission to use his workplace safety photograph in the Scenic Nevada Friends page for "Doug Smith and Associates."

Kenneth Kistler is an engineering student in Las Vegas, Nevada with a sharp eye for natural beauty. He has generously granted us permission to showcase his work here in the Scenic Nevada photo gallery. You may contact Mr. Kistler at kistler@unlv.nevada.edu.

Reno artist Marilyn Melton is an avid supporter of Scenic Nevada and has

generously created Scenic Nevada Note Cards from her original oil paintings. She has also donated her original artwork for Guy Clifton's book *You Know You're a Nevadan If...* to Scenic Nevada. Both series of the Melton contributions are for sale and all proceeds go directly to Scenic Nevada.

Stantec Consulting, Inc. has granted us permission to use the Scenic Reno Skyline photograph featured on our introductory splash screen and in the Scenic Nevada Photo Gallery.

Branch Whitney is the man behind the [Hiking Las Vegas website](#) and author of [Hiking Las Vegas: 60 Hikes Within 60 Minutes of the Strip](#). Mr. Whitney has generously permitted Scenic Nevada usage of his outdoors photography in Southern Nevada. You may contact Mr. Whitney at branch11@cox.net.

John Walker is the webmaster for this website. He is responsible for the photos on the header graphic of this page.

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Photography Contest for Students.

Calling all student shutterbugs!

Every year, Scenic Nevada organizes a photography contest for Nevada students currently in grades 5-12. Winning participants are rewarded with recognition from Scenic Nevada, publication of their work, and a cash prize. All students eligible to enter the contest are encouraged to do so! Together we can build awareness of Nevada's distinct scenic character.

2004 Photo Contest

"Signs or Scenery: The View from Nevada's Roads"

Contest Winners! (Click on the thumbnail to enlarge in new window.)

2003 Photo Contest

"Signs or Scenery: The View from Nevada's Roads"

Contest Winners! (Click on the thumbnail to enlarge in new window.)

2002 Photo Contest

"Signs or Scenery: The View from Nevada's Roads"

Contest Winners! (Click on the thumbnail to enlarge in new window.)



Grand Prize - Scenic Beauty: Blair Empey
11th Grade, Centennial High School in Las Vegas, NV

"This photo proves that all life in Nevada, even trailer life, is beautiful."



First Place, Grades 9-12: Brittany Burns
11th Grade, Coronado High School in Henderson, NV



First Place, Grades 9-12: Cassandra Alderson
12th Grade, Reno, NV



Grand Prize - Scenic Blight: Matt Starr

11th Grade, Carlin High School in Carlin, NV

"These 'palm trees' are blight. They are supposed to be natural looking to preserve the desert landscaping but they are very obviously out of place."



First Place, Grades 9-12: Christopher Taylor

12th Grade, Coronado High School in Henderson, NV

"Red Rock. The air is clear and visibility stretches for miles. One of the true beauties of the desert."



Second Place, Grades 9-12: Sheila Brown

12th Grade, Coronado High School in

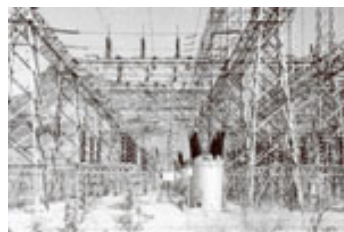
"A parade of rusty barrels can detract from a scenic Nevada view, as demonstrated by this display at Nelson's Landing."



Second Place, Grades 9-12: Alexandria Olsen

9th Grade, Coronado High School in Henderson, NV

"...stop sign in the ground, like randomly thrown there."



Third Place, Grades 9-12: Sarah Harris

11th Grade, Coronado High School in Henderson, NV

"The Power of the Wire."



Honorable Mention, Grades 9-12: Erin Dougherty

11th Grade, Henderson, NV



Second Place, Grades 9-12: Michelle Tenney

10th Grade, Spring Creek, NV



Third Place, Grades 9-12: Michelle Tenney

10th Grade, Spring Creek, NV



First Place, Grades 5-8: J.D. Judd

8th Grade, Spring Creek, NV



Second Place, Grades 5-8: Janelle Scott

5th Grade, Jiggs, NV

Henderson, NV

"The photo shows the blight of Nevada because of the careless dumping of trash in any uninhabited land."



Third Place, Grades 9-12: Sean Cottle

10th Grade, Churchill County High School in Fallon, NV

"The Churchill County Courthouse was built in 1903. It is a historical wooden building still in use today."



Honorable Mention, Grades 9-12: Amber Foley

12th Grade, Henderson, NV

"...the mountains near Nelsons Landing."



"...beauty of aging and becoming old and rusted."



Honorable Mention, Grades 9-12: Andrew Saxton

9th Grade, Henderson, NV

"It is nice because of the S-curve."



First Place, Grades 5-8: Brandon Kendrick

6th Grade, Cram Middle School in North Las Vegas, NV

"Only in Nevada do we advertise aliens."



Second Place, Grades 5-8: Crystal Hitt

O'Brien Middle School in Reno, NV

"An old abandoned couch."



Third Place, Grades 5-8: David Tenney

7th Grade, Spring Creek, NV

**Honorable Mention,
Grades 9-12: Devon
Lambrix**

12th Grade, Henderson,
NV

"Las Vegas Strip. Las
Vegas's tourist attraction
full of beautiful lights."



**First Place, Grades 5-
8: Julie Brower**

8th Grade, Incline Middle
School in Incline Village,
NV

"This photograph shows
some of Nevada's
historic farming areas.
Along with a few of the
people who enhance the
culture of Nevada."



**Second Place, Grades
5-8: Zachary Dyer**

5th Grade, Hoggard
Elementary School in Las
Vegas, NV

"This photograph
illustrates the beauty of
the Nevada Desert
because it shows a
contrast of the land
formations in the state."



**Third Place, Grades 5-
8: Steffi Reilley**

6th Grade, Lemmon
Valley Elementary
School in Reno, NV

"Look at the beauty.
Don't ruin our scenery
by putting trash out."



**Honorable Mention,
Grades 5-8: Janelle
Scott**

6th Grade, Jiggs, NV
"The beauty of Nevada's
rainfall."



**Honorable Mention,
Grades 5-8: Alyssa
Vandevent**

7th Grade, Reno, NV
"...Nevada's growth is
getting in the way of
pretty sights."

The Reno Gazette-
Journal also features the
2003 winners in a [media](#)

[slideshow!](#)



Third Place, Grades 5-8: Neal Smith

7th Grade, Meadow Valley Middle School in Caliente, NV

"It shows Nevada's trees and redness."



Honorable Mention, Grades 5-8: Stephanie Rosales

5th Grade, Las Vegas, NV

"I took this picture because where people haven't built anything it looks pretty."



Honorable Mention, Grades 5-8: Yvette Dodge

5th Grade, Las Vegas, NV

"I wanted to take a

picture of a train
because this is what
mostly carries the things
that ruin the
environment including
smoke."

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Friends of Scenic Nevada

Hermitage Gallery

Hermitage Gallery focuses on landscape and figurative paintings by local, national, and international artists. They are also your source for museum-quality framing -- and incidentally, ours too. Hermitage Gallery has generously framed Marilyn Melton's original artwork for Guy Clifton's You Know You're a Nevadan If... to help in Scenic Nevada's fundraising efforts. You can find Hermitage Gallery at:

Southwest Pavillion (by the Scolari's)
8155 S. Virginia St.
Reno, NV
(775) 852-2215
www.hermitagegallery.net



Micasa Too Restaurants of Reno and Carson City

Micasa Too is a fine Mexican restaurant in Northern Nevada featuring family-friendly dining and an excellent bar serving top-of-the-line beverages. You may find a Micasa Too at any of the three following locations:

2205 W. 4th St.
Reno, NV
(775) 323-6466

3255 S. Virginia St.
Reno, NV
(775) 825-3005

3890 N. Carson St.
Carson City, NV
(775) 882-4080



Nevada Office Machines

Nevada Office Machines, locally owned and operated since 1956, takes care of all your office needs including supplies, sales, service, and rentals. And with their affordable rates, customer satisfaction is Nevada Office Machines' top priority. You may find Nevada Office Machines at 1072 Matley Lane in Reno. Call 329-2870 for more details.



Sundance Bookstore

Reno's only locally-owned independent bookseller since 1985, Sundance Bookstore has offered to help sell the Scenic Nevada Note Cards. All proceeds go directly to Scenic Nevada. You may find Sundance Bookstore at 1155 W. 4th St. #106 in Reno or call (775) 786-1188 for more information. Also located on the Internet at www.sundancebookstore.com.



Sunproductions

The award-winning creative enterprise of veteren SNCAT producer Sunny Minedew, SunProductions has created a video documentary entitled Scenic Nevada.

This program helps build awareness about the issues Scenic Nevada faces and shows Scenic Nevada members hard at work. Scenic Nevada is grateful for this kind of community interest and involvement and is proud of SunProductions.



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Scenic Nevada Heroes

Sunny Minedew

Peter Chase Neumann

Renate Neumann

Toni Harsh

Douglas G. Smith

Doug Smith was born and raised on a Montana wheat and cattle ranch. After completing high school he volunteered to serve in the U.S. Marine Corps as a Machine Gunner and Drill Instructor.

He served in the Korean War and was awarded the Purple Heart for wounds received in enemy action. After being discharged from the US Marine Corps, Smith attended and graduated with a BS Degree from Montana State University.

He returned to MSU to receive his Masters Degree after being out of college for 22 years. His many work related experiences included: County Extension Agent, Chairman; Director, Montana State ASCS Office; Director Montana Water Resources Board; Office of the Montana Governor; Assistant Director, Western Wheat Associates; Real Estate Associate; Manager, Apartment Complex; Safety and Energy Specialist, UNR; Safety Specialist, Circus Circus--Hotel Casino; Safety Specialist, Nevada Office of Traffic Safety and Loss Control Consultant, Nevada SIIS. He is currently serving as a member of the Reno Ward 1 Neighborhood Advisory Board.



Smith has served as a Reno Planning Commissioner and a Reno member of the first Regional Planning Commission where he became involved in approving a Reno Billboard Ordinance.

He formed Citizens for a Scenic Reno in January of 2000 along with concerned citizens who desired to limit the proliferation of billboards and wanted to assist in rewriting a new Billboard Ordinance. Smith has served as Chairman of Scenic Nevada for the past

two years. He recieved the W. Clark Santini Cup in May 2002 because of his work leading a grass roots petition effort that helped usher in a law to curtail billboard advertising in the Truckee Meadows. In 2004 Doug was awared the Pine Cone Award for his work with Scenic Nevada.

Vivian Freeman

Vivian Freeman is Reno's senior Assemblywoman in the Nevada Legislature. She sponsored legislation that allows people who wish to circulate petitions in front of public buildings to do so without any legal barriers. She also introduced this legislation in part to ensure that organizations like Scenic Nevada could get petition signatures just as they did in 2000 for their billboard initiative petition.

Freeman is a supporter of Scenic Nevada and has spoken in support of its objectives at several local government meetings. She has been instrumental in passing legislation important to the organization from her position on the Assembly Government Affairs Committee.



Freeman has served in state government since 1987 and has championed state legislation concerning health care, the environment and making local government proceedings more accessible to the public. Freeman is a retired nurse who has lived in Nevada for more than forty years. She was born in Idaho and holds a nursing degree from the University of Utah. She and her husband Richard have two grown children and one grandchild. Freeman says, "The average citizen has been losing power in their neighborhoods because of zoning decisions of local governments."

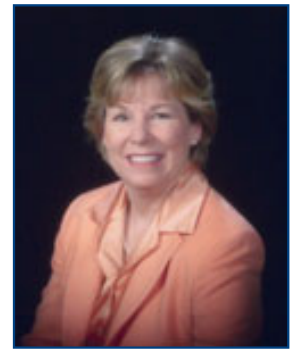
Toni Harsh

Reno City Councilmember Toni Harsh was elected to the Ward 1 seat in November 2000. Harsh graduated cum laude with distinction from the University of Southern California and received the Outstanding Leadership and Service Award. She has also attended honor programs at Cambridge University in England.

A Reno resident since 1970, Harsh taught at Hug High School. As a teacher and mother of four Reno High School students she became active with the Reno High School Parent-Student-Teacher Club. Harsh helped create the first substance-free graduation night and was instrumental in several fundraising activities toward school

improvements. A past president of the Tri-Delta alumni association, Harsh initiated the Tri-Delta Poinsettia sale providing thousands of dollars for local charities including the Ronald McDonald House.

Harsh's business experience includes ownership of several family businesses and currently serves as senior vice-president of a national charitable consulting firm. Past memberships include the City of Reno Financial Advisory Board and the Truckee Meadows Heritage Trust (of which she was the president).



Harsh has demonstrated immense support for Scenic Nevada by consistently defending the results of the 2000 ballot initiative R-1.

Marilyn Melton

Marilyn Melton is a third generation Nevadan. Her great-grandparents on her mother's side came to Virginia City from Ireland in 1863, a year before Nevada became a state. Her father arrived in Nevada in 1917 from Ogden Utah, where he was born in 1895. He was elected to the Nevada State Legislature from Ely, White Pine county when he was 28 years old. He traveled the state in various government capacities his entire working career.

Melton was born in Reno. She attended local schools and the University of Nevada. She is an accomplished artist and has been involved in many community activities and has served on numerous civic boards. Her honors include an Honorary Doctorate from UNR.

Marilyn Melton is the widow of Rollan Melton, long time Reno Newspaper columnist, Gannett Newspaper, USA Today Board Member and Senior Vice President. Their four children are married and live in Reno. She has 16 grandchildren and five great grandchildren.



Melton believes the result of her fortuitous heritage is commitment to the quality of life of the State of Nevada and its future.

Melton has donated the entire proceeds from her illustrations in the Book "You Know You're a Nevadan If..." to Scenic Nevada in order to help preserve, protect and enhance the scenic character of Nevada.

Jim and Sherry Pilzner

Jim Pilzner has been the owner of Nevada Office Machines in Reno for 12 years and has sold office equipment for over 25 years. Pilzner is an active member in the community and currently serves on the Southeast Washoe County Citizens Advisory

Board. He is a former Reno City Councilman and one of the first Reno City Planning Commissioners. He is currently a member of Connected Communities, the Republican Men's Club and the Hidden Valley Country Club.

Pilzner was born in San Antonio, Texas and raised in Detroit, where he graduated from Michigan State University. He is married to Sherry Morrey, whose family owns the local beverage company Morrey Distributing. Sherry has a background as a flight attendant and works with the Figure Skating Association. The Pilznors have three children.



Pilzner says it makes economic sense to preserve the area's quality of life. "Reno is a beautiful city and billboards detract from that beauty," he says. "Billboards don't make sense from a business perspective when your community depends on tourism."

Pilzner is on the Scenic Nevada Board of Directors and has contributed printing supplies for the group's efforts.

Walt and Penny Roskoski

Walt is a proud co-owner of the local restaurant chain [Micasa Too](#) that specializes in fine Mexican food. Micasa Too has two locations in Reno and one in Carson City and has been voted "Best Mexican Restaurant" in the Reno Gazette-Journal and the Nevada Appeal readers' polls.

Micasa Too has been selected as the monthly meeting place for Scenic Nevada.

The Roskoskis were both raised in Reno and both are graduates of the University of Nevada, Reno. Walt served as Vice President of the former Security Bank of Nevada and is presently Chairman of the Board of Heritage Bank of Nevada. Penny is President of Sierra Wine and Spirits, a local wine and spirits distributorship. They have been married for 37 years and have two grown children.



Preserving their quality of life and natural surroundings are extremely important to both Walt and Penny. They have appreciated the natural beauty and lack of billboards in Oregon, Lake Tahoe and Alaska. As active members of Scenic Nevada they have generously contributed time and effort to Scenic Nevada events and to our primary goal of preserving, protecting and enhancing the scenic character of Nevada.

"I'm into aesthetic values," says Penny. "Everywhere there is visual blight there seems to be a billboard."

Jessica Sferrazza

Reno City Councilmember Jessica Sferrazza was elected to the Ward 3 seat in November of 2000. Before coming to work for the residents of Reno she served as a Sheriff's Support Specialist in the Washoe County Sherriff's Office. In this capacity she processed background information and records regarding inmate release.

Sferrazza studied criminal justice and participated in the UNR Overseas Work Exchange Program in Auckland, New Zealand. Prior to that she traveled to London to study theater and the English parliament.

Jessica served Reno citizens on the Charter Review Committee, the Ward Three Neighborhood Advisory Board, and the City of Reno Boards and Commissions Task Force before becoming a full-time City Councilmember.



Sferrazza has demonstrated immense support for Scenic Nevada by consistently defending the results of the 2000 ballot initiative R-1.

Chris Wicker

Chris Wicker is Scenic Nevada's legal counsel and is currently involved in representing the legal interests of our organization. He defended our organization when the billboard industry filed a SLAPP (Strategic Litigation against Public Participation) lawsuit, resulting in their unsuccessful attempt to remove our initiative from consideration on the November 2000 ballot.

Aside from our organization, Wicker has represented numerous clients statewide and all over the nation on environmental, commercial and corporate matters. He has been an attorney at the Reno law firm of Woodburn & Wedge since 1983 and holds a law degree as well as a B.A. in Political Science from the University of Wyoming. His civic activities include being former president of the Parent Teacher Association, membership on the Biggest Little City Committee and former director of Community Runaway Youth Services. Currently he is a director of Community Child Care Services and a member of the Washoe County School District Financial Advisory Committee.



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- [Home Page](#)



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I Wish I Said That

"The interstate system was not intended to provide a large and un-reimbursed measure of benefits to the billboard industry, whose structures tend to distract from the beauty and safety of the routes they line."

President John F. Kennedy, Speaking to Congress in 1961.

"Billboards are acts of aggression against which the public is entitled, as a matter of privacy, to be protected."

William F. Buckley, Jr., from the Politics of Beauty, July 1966

Here in the United States we turn our rivers and streams into sewers and dumping grounds, we pollute the air, destroy forests, exterminate fishes, birds, and mammals--not to speak of vulgarizing charming landscapes with hideous landscapes with hideous advertisements."

Theodore Roosevelt, "Our Vanishing Wildlife," Literary Essays, P. 420

The travel industry needs to be progressive, both in marketing, and in protecting what is really at the heart of a state's or an area's appeal. We want a billboard-free landscape, and that is what vacationers say they want when they flock here. You won't find a travel industry person in the state who doesn't agree with them."

Carol King, staffer on Vermont's sign regulatory agency (1991)

"Billboards represent less than two per cent of total advertising in the United States. I

cannot believe that the free-enterprise system would be irreparably damaged if they were abolished. Who is in favor of them? Only the people who make money out of them."

David Olive, author of Ogilvy on Advertising, 1993, Multimedia Publications (UK) Ltd. (1985) Founder of Ogilvy & Mather advertising firm.

"Almost everywhere you drive in the United States, outdoor advertising has been propped up to block the sight of sunsets, prairies, mountains, valleys, lakes, rivers, and our greatest natural treasure: trees. And when a number of billboards are seen at once, a sickening synergy occurs, which lends an unmistakable junkyard motif to what used to be pristine natural vistas."

Dennis Altman

"I have been in the billboard business for 25 years....[I] see billboard companies becoming their own worst enemies.... Why can't the industry regulate itself and be proud of each sign it owns. In fact, we may find that money spent on lobbyists might go further by spending it on landscaping and cleaning up the locations."

Irene Davis, Eastern Signs and Designs (1998).

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it's the only thing that ever has."

Margaret Mead

I think that I shall never see / A billboard as lovely as a tree. / Indeed, unless the billboards fall / I'll never see a tree at all."

Ogden Nash, poet

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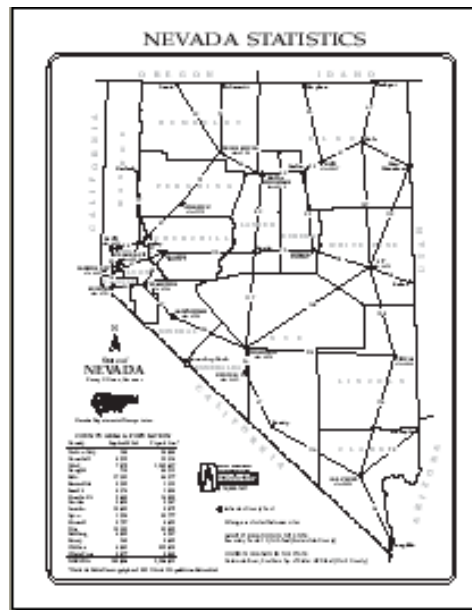
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Scenic Nevada -- Links Page

City Governments

- [Boulder City](#)
- [City of Elko](#)
- [City of Elko](#)
- [City of Ely](#)
- [City of Fallon](#)
- [City of Henderson](#)
- [City of Las Vegas](#)
- [City of Lovelock](#)
- [City of North Las Vegas](#)
- [City of Reno](#)
- [City of Sparks](#)
- [City of Wells](#)
- [City of Winnemucca](#)
- [Carson City](#)



County Governments

- [Churchill County](#)
- [Clark County](#)
- [Douglas County](#)
- [Elko County](#)
- [Esmeralda County](#)
- [Eureka County](#)
- [Humboldt County](#)
- [Lander County](#)
- [Lincoln County](#)
- [Lyon County](#)
- [Mineral County](#)

[Nye County](#)
[Pershing County](#)
[Storey County](#)
[Washoe County](#)
[White Pine County](#)

Nevada State Government

[State of Nevada](#)
[Nevada State Legislature](#)
[NV Government Contacts](#)
[PressClips — Natural Resource News](#)

Non-Government Organizations (NGO's)

[Nevada Conservation League](#)
[Smart Growth](#)
[Progressive Leadership Alliance](#)
[Environmental Leadership](#)
[Green Directory of Northern Nevada](#)

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