

# Remarks on Highway Beautification Act of 1965

J. P. Moss  
President  
Moss-Thompson Company, Inc.  
Leeds, Alabama

Beautification and conservation of our natural resources has become a part of highway design and construction. With billions of dollars being spent on our interstate highway system, along with our other highways, it is reasonable and wise to use our highways for as many advantages as possible. Where feasible we should enlarge our rights-of-way to include scenic areas, and improve natural beauty for local peoples.

Pleasure driving is by far the most popular pastime and constitutes 60 percent of all automobile travel. Local scenic areas should be made more easily available. The possibilities of this approach to the use of our highways can only stagger the imagination, but to consider these possibilities in building into our super highways, the limited access approaches and service roads is realistic at this time.

The highway Beautification Act of 1965 is beginning to become a reality. Swiftly the Bureau of Public Roads is drafting standards and regulations for billboard and junk yard control. In an efficient and workman-like approach to a difficult job we are going to see within the near future considerable accomplishment in the obliteration of the unsightly junkyard, the automobile graveyard, and all the unnecessary billboards that now prevail along our highways. These efforts will protect and restore some of our now existing natural beauty of our highways and surrounding areas. It should open up for us an entirely new concept of appearance, maybe start the framework of an idea that will closer tie the thinking of the human being into a part of the natural beauty available to all of us. Maybe the traveling public will appreciate all this enough to refrain from, even protect, the littering of our rights-of-way with refuse and waste.

Architect and engineer planners of our highways must consider the environmental surroundings of the future highways. Public opinion will no doubt insist on more attractive and careful architectural designing of our urban and rural highways. Factual, realistic, and eco-

nomical controls that have guided highway engineers in designing our present high quality highways will no longer be the guidelines and standards for our future highways, particularly through our urban areas and our scenic rural areas. Our roads have been efficiently and expertly designed and constructed for the purpose of serving the traveling public and to furnish the best transportation possible at the most practical cost.

Now in addition to transportation needs comes an important realization of a new concept of our highways: the need to preserve and conserve the natural beauty of our lands and waters. Because our vast network of highways has opened up tremendous avenues to scenic areas, resort areas, lake areas, and wooded trails, it is only natural that to protect and enhance this natural beauty, the growing intent to redirect the pattern of progress and civilization should be started with our highways.

When our rural and urban highways do become more attractive in design and landscaping, the overall beautification of our cities and rural areas will be given a tremendous boost in public interest. Our highways will become an inspiration to protect and restore the beauty of our country.

## THE INDIANA HIGHWAY NEEDS STUDY — A PANEL PRESENTATION —

*Editors Note:* Most of the general session on Monday afternoon, March 28, was devoted to a panel discussion of *The Indiana Highway Needs Study*. The moderator was A. J. Proctor, Executive Director, Highway Needs Study Committee, Indiana Legislative Advisory Commission. He opened the session and made introductory remarks on the purpose and objectives of the needs study.

Reed Winslow, project manager, with Cole and Williams Engineering, spoke next on the conduct and progress of the study.

Senator Robert E. Peterson, Chairman, and Senator Charles M. Maddox, Vice-Chairman, Highway Needs Study Committee, spoke on the expected results and their use.

A series of questions and answers at the end of the session appears in these proceedings following papers by the above-mentioned speakers.