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RESOURCE USE ISSUES  
AND  
THE PLANNING PROCESS

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## FOREWORD

This publication represents a collection of papers which were presented before the Second Northeast Extension Seminar of The Northeast Regional Committees. The conference, which was held in Boston, October 11-13, 1966, explored the topic of "Resource Use Issues and the Planning Process."

The seminar was attended by professionals in rural and urban planning, economics, and sociology; landscape architects; educators, agricultural agents; and extension specialists in forestry and wildlife, area development, and public affairs.

Included in this publication are all papers which were presented before the four committees and those presented before the Northeast Regional Extension Public Policy Committee. They represent current thinking in the field of resource use and planning.

Much guidance and support was given by Henry M. Hansen of the University of Connecticut, and Joseph Ackerman and R. J. Hildreth of the Farm Foundation to the Boston Conference and the publication of the papers presented there. Financial costs were underwritten by the Farm Foundation and the Institute for Research on Land and Water Resources of The Pennsylvania State University.

Finally, we salute Jack Brown and Carroll D. Price, II who devoted many hours to the editing of this compilation of papers.

John C. Frey, Chairman  
Northeast Regional  
Extension Public  
Policy Committee

## ANATOMY OF LAND USE PUBLIC AFFAIRS

by Silas B. Weeks\*

My remarks, in regard to our most recent efforts at developing land use public affairs work in New Hampshire, are centered around the structure or anatomy of this effort rather than towards an appraisal or evaluation of what we have done.

### EMPHASIS ON BEAUTIFICATION

The area selected for discussion is beautification. Our interpretation of this term is an item of first importance. When we use this term in New Hampshire we are really talking about total environmental quality insofar as physical or natural resource aspects are concerned.

The term "natural resource base" might be more accurately described as including man-made structures imposed on both the countryside and the townscape. For example, environmental quality includes the impact of highway location on the landscape, the condition of the New England village common as well as the historic place and the colonial house, and the style, location and condition of public and private buildings, including factories, schools and shopping centers. When we talk about beautification, we are really talking about land use, but with emphasis on aesthetics as opposed to emphasis on economic development or land-use planning in its more restrictive aspects of subdivision control, zoning, and so forth.

Just about a year ago at this time we surveyed our county RAD committees to see whether they wished to endorse a third annual state-wide RAD meeting. We had held two previously: one on preferential assessment of open lands with Secretary of Agriculture Freeman and one on outdoor recreation development with Secretary of the Interior Udall.

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We received strong encouragement to hold a third meeting. These get-togethers have become substantial prestige gatherings, with invitations issued by the Governor, large attendances, much political hand shaking, etc.

We took the endorsement to our state RAD committee in November, and there a member reminded that the Governor had recently appointed a New Hampshire Committee on Natural Beauty, and perhaps we should check with the committee to see if it would like to use our annual RAD meeting as a forum before which the Beautification Committee could present its study recommendations. Its study was then well underway.

The Executive Committee of State RAD was given the job of exploring this suggestion and shortly thereafter contacted the chairman of the New Hampshire Committee on Natural Beauty. The Beautification Committee turned out to be highly enthusiastic about a joint effort with RAD. We discovered that it had made excellent progress in putting together a set of recommendations about New Hampshire's town- and countryside. However, we also discovered that the Beautification Committee was completely at a loss on how to get its findings into the body politic, thus we had an ideal marriage. The Committee on Natural Beauty had the product and Extension had the marketing channels with which to reach the customer --- the key leadership of the State of New Hampshire.

#### PLANNING THE PROGRAM

A tentative program was discussed and carried back to both parent bodies for improvement and endorsement. Following this, the arrangement was formalized and certain working procedures were established. The Governor was asked to be the official host, and to establish a Governor's Conference on Natural Beauty jointly sponsored by the Committee on Natural Beauty, Rural Areas Development committees, and the Cooperative Extension Service. The New Hampshire State Planning Office (the state agency designated by the Governor to support the Beautification Committee) and the Cooperative Extension Service, which serves as the housekeeping agent for the state, and county RAD committees divided up the conference chores. The State Planning

Committee took on the responsibility of obtaining key speakers through the auspices of the Governor's office, including in this case the Secretary of Housing and Urban Development. The Extension Service took the responsibility for publicity and public relations. Tickets were made available at every county office, and arrangements were made for press, radio and television coverage.

The State Technical Action Panel undertook the function of soliciting and assisting in setting up exhibits, the distribution of literature pertinent to the subject matter of the conference, the allocation of display space, and so forth. The University of New Hampshire Bookstore contributed to this effort by a large display of books on conservation and beautification along with a printed bibliography.

The program itself was a two-part effort, with the afternoon session under the chairmanship of members of the Governor's Beautification Committee. Subject matter was divided into the same major sections as the White House Conference report to the President -- the townscape, the countryside, highway design, and citizen action and education. Qualified discussants helped the chairmen in each of these four sessions, and there was substantial audience participation. This was followed by a social hour and dinner. The social hour included a formal presentation of the Beautification Committee's report to the Governor, a major statement on the state's stewardship responsibilities by Governor King, and the keynote speech on "Cities of Spacious Beauty and Lively Promise."

Simultaneous with this state-wide conference, which was attended by approximately 600 people, the youth organizations of the state, under the endorsement of the New Hampshire Council of Youth Serving Agencies and supported by the Sears Roebuck Foundation (with housekeeping by 4-H), convened the Governor's Conference on Youth and Natural Beauty with about 300 attending. This was held at a separate facility but in the same city. The arrangement allowed joint travel in many cases by parents and their youngsters.

## FROM CONFERENCE TO WORKSHOP

But all this, of course, was window dressing in the sense that it provided a mobilization point; it invited enthusiasm, it invited support, but it did not provide a mechanic for action. This was recognized during the period of preparation, and various proposals were made to move this project from the information stage to action.

It was decided that two major implementations would be undertaken. One was that the RAD committees would organize, on a county basis and in every county, a subcommittee on Beautification and Environmental Quality, and be ready to move into action. The second recommendation was that the Cooperative Extension Service would establish a Beautification Workshop. This workshop was to deal with the practicalities of getting to work and be a hard-headed follow-up to the Governor's Conference.

We discussed this training proposal with Extension Director Hoitt and finally developed a program which we took back to the joint executive boards of the State RAD and the New Hampshire Committee on Natural Beauty. The proposition was for a two and one-half day workshop to be held at the Plymouth State Teachers College facilities. It was proposed that each county RAD committee send one representative, also one for each county Soil Conservation District, and the Committee on Natural Beauty name a representative from each county. In addition, each of the county RAD subcommittees on beautification was asked to have two representatives attend. This produced a total of 50 participants.

We also proposed that the workshop be jointly conducted and sponsored with the Vermont Extension Service. It has similar interests and problems, and we both have limited Extension resources. This proposal stated that Vermont have an equal number of citizen participants. It was also proposed that one Extension person from each county attend for training purposes. Additionally, we invited (through the agency heads of related organizations) participation by limited numbers of the field staffs of the State Planning Department, the Highway Department, the Soil Conservation Service, and other agencies for training purposes.

The workshop program employed the same format as the Governor's Conference. Four major areas of beautification endeavor were set up, and the findings of the New Hampshire Beautification Committee was presented to the workshop. Each of these sessions was approximately a half day long. After the New Hampshire Committee findings were presented, various phases were discussed by qualified experts. Floor participation was invited. The evening session on the first day included an address by the chairman of the Committee on Natural Beauty, remarks by the Extension Director on the role of Extension in educational assistance to public and private groups, and by a conference theme-setting speech by Andrew Scheffey from the University of Massachusetts. An excellent set of visual aids, prepared by the Conservation Foundation, also was presented.

The second evening session was devoted to success stories on resource conservation projects in both Vermont and New Hampshire. The emphasis was on a do-it-yourself undertaking that individuals and communities might tackle without extensive financial support. This proved to be one of the more interesting and worthwhile sessions of the conference. The two Extension Services had enthusiastic endorsement of their efforts, and a lively and worthwhile workshop resulted. The cost of attendance by citizen leadership was underwritten by a foundation grant.

#### A SAMPLING OF ACTIVITIES

Beautification committees are now organized in eight of our ten counties, and three or four of these were active throughout the past summer.

In Rockingham County, 65 local citizens, including their public officials, attended an evening session to discuss the beautification problems and possibilities in the town of Salem.

In Strafford County, citizens from the entire area gathered to discuss and kick off a county-wide tree planting program. This action includes the schools, local governments, service clubs, and private citizens. The citizen's committee has met with officials and drawn up specifications for landscape controls at the Dover, New Hampshire, industrial park.



The Belknap Beautification Committee has planned its own county-wide workshop, requesting a \$3,500 foundation grant to conduct it.

A Hillsborough County group has met regularly every month since the Plymouth Workshop. It has studied the matter of highway salt damage to roadside vegetation, investigated the availability of facilities and prices charged for hauling away junked automobiles by local junk dealers, and has conducted a countywide "eye-sore inventory."

The Strafford County committee, together with members of the RAD committee, has been working to acquire and preserve a local waterfall.

#### RESULTS IN EXTENSION WORK

I do not have reports as to what has been taking place from all the counties in New Hampshire. But we are confident that the enthusiasm engendered from the Governor's Conference and the working tools laid out by the Workshop have equipped us with a number of active and aggressive leaders who will have a continuing impact on the town- and countryside of New Hampshire in the future. We are equally confident that they will call increasingly on the Cooperative Extension Service and the resources of the state land-grant college, particularly the College of Agriculture, for aids in many areas, including not only direct assistance in matters pertaining to horticulture, forestry, and landscaping but also indirect assistance in matters pertaining to organization, tax policies, land-use planning, establishment and execution of conservation policies, and the writing of state-wide legislation.

We are so confident that this will occur that we have established a fulltime Extension position with the title of Extension Specialist in Land Use and Conservation. We have written a job description for this position and have prepared a comprehensive program proposal for the effort. This has been approved by and funded under "Title I, the Higher Education Act of 1965."

Additionally, we have secured the necessary matching funds from a private foundation. We received a grant of \$10,000 from the Spaulding-Potter Trust to be used over a two-year period. The Spaulding-Potter trustees have made it quite plain that they consider an educational effort in this whole area of conservation of key importance. They have endorsed the idea that the effort should be educational. They also have suggested, very strongly, that they are putting in "seed money," and if results are as positive as expected, they anticipate a genuine pressure will develop to make this an on-going obligation of the Cooperative Extension Service.

#### UPSHOT OF EFFORTS

The impact of this kind of Extension program is certainly difficult to measure, and it certainly works in strange and wonderful ways, mostly unexpected. For example, as a result of our exposure to a new clientele in both the Governor's Conference and the Workshop, all of us have had numerous opportunities to make new acquaintances and appear before new groups with essentially new twists and implications to our on-going work.

In conclusion I should like to leave you with a quote from the remarks of the President when he accepted the findings of the White House Conference on Natural Beauty:

"Crisis and conflict command the headlines, but it is your work that will shape the future, for natural beauty is not a luxury for the satisfied. It is not a pleasant frill for superficial enjoyment. Natural beauty as you and I conceive it is the world that we live in. It is the environment in which we were born and grow to maturity and live our lives. It is more than a rich source of pleasure and recreation; it shapes our values, it molds our attitudes, it feeds our spirit, and it helps to make us the kind of men and women that we finally become. And the kind of men that we finally become, in turn, makes this great nation."