



# Your Community Can Be Beautiful

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COOPERATIVE EXTENSION SERVICE  
MICHIGAN STATE UNIVERSITY



# An Action Program for Community Beautification

The program outlined in this folder is an action program for landscape beautification. It has succeeded in other communities. It can work in yours. You may need to modify it to fit your local conditions, but you can use it to make your community beautiful.

## SELECT AN "ACTION" CHAIRMAN

The success of the program will depend upon selecting the right person to spark the program. An action chairman should have the following characteristics:

*Enthusiasm* for the project and ability to instill enthusiasm in others.

*Patience* to listen to ideas.

*Perseverance* to stick to the job until the goal is accomplished.

*Amiability* in working with others.

*Leadership* to develop and complete the beautification program that will be best for the community.

## SELECT BEAUTIFICATION COMMITTEE

Each member should be selected for his or her special talents in the community. Appoint only people with enthusiasm for the project who are willing to contribute their time and talents.

### Sources for Committee Members:

Architects  
Chamber of Commerce  
Community planners  
County extension agents  
Florists  
Garden clubs  
Interested residents  
Labor and industry officials  
Landscape architects

\* *People want neat, clean, and appealing communities.*

\* *People want attractive buildings with beautiful landscapes.*

\* *People enjoy plants: trees for beauty and shade; rich, green lawns for beauty and play grounds; and flowers for beauty and fragrance.*

YOUR COMMUNITY CAN ENJOY these advantages, but you must work together to achieve them. A community beautification program provides the means for a community-wide approach to beautification.

Nurserymen  
Park and recreation officials  
Press, radio and TV  
School officials  
Service clubs  
Vocational agriculture teachers

## PLAN AN ORGANIZATIONAL MEETING

Select a date, time and place, and announce the meeting at least 10 days in advance. An evening hour is preferred since most "active" people are busy during the day. Select a convenient meeting place, such as the City Hall, although a library conference room or a home living room are adequate. A simple agenda for the meeting might include:

1. **Purpose:** The purpose of the meeting should be announced and a clear, well-defined "objective" selected. Many committees fail due to the lack of a well-defined purpose.
2. **Statements of facts:** All known knowledge relative to a given "project" should be presented to the committee:  
Historical background  
Present condition  
Reasons for situation  
Ownership  
Legal problems  
Other data
3. **List of all feasible "actions".** All reasonable suggestions should be listed along with the advantages and disadvantages of each.
4. **Select action programs** (one, two, or three) for the current year and make assignments to committee members for gathering data as a basis for making final decisions.

## APPOINT BEAUTIFICATION SUB-COMMITTEES

### SHADE TREE COMMITTEE

*Survey present situation.* Work with city forester, Boy Scouts, garden club members, utility companies, foresters, park superintendent.

*Compile list of trees recommended for street plantings.* Include list of trees that are prohibited from being planted in or near public areas. Work with city forester, county extension agent, nurserymen, landscape architects, Department of Horticulture at University. M.S.U. has prepared a list of recommended Trees and Shrub-like Trees for Michigan.

*Formulate a community-wide tree planting program.* Work with nurserymen, city forester, county extension agent, Boy Scouts, service club members.

*Present "action program".* Work with overall beautification committee, city officials, residents and mass media.

*Supervise maintenance of public trees.* Work with city forester, road commission, park superintendent.

### BUSINESS-EDUCATION-INDUSTRY COMMITTEE

*Urge all businesses, industries, and schools to start beautification programs* in cooperation with the community program. Work with Business-Education-Industry leaders, ministers, civic executives, 4-H groups, etc.

*Encourage instruction in schools and colleges* on the value of beauty in the total environment; establish youth programs.

*Establish beautification awards* for outstanding accomplishments.



# Call The Action Meeting



- \* Present sub-committee reports at the next formal meeting of the *Beautification Committee*.
- \* Discuss all facts and ideas and take a course of "action".
- \* Formulate plans to carry out the program.
- \* Prepare a financial budget.
- \* Assign each committee a *specific responsibility* to accomplish by a stated date.
- \* Determine which public agency will have responsibility for each action program, *particularly maintenance*.

## SOURCES OF FINANCIAL ASSISTANCE

FEDERAL PROGRAM	PURPOSE	COST SHARING	FOR INFORMATION
Urban Beautification (Title VII, Housing Act of 1961)	To assist communities in carrying out landscape and beautification programs in connection with parks and streets, walks, malls, historic sites, etc.	Up to 50% Federal, Balance local	Dept. of Housing and Urban Development, 360 N. Michigan Ave. Chicago, Illinois
Open Space Land Program (Title VII, Housing and Urban Development Act of 1965)	To guide urban design and to assist in the acquisition and development of open space lands in urbanized areas for recreation, conservation, scenic and historic purposes.	50% Federal, 50% local	Dept. of Housing and Urban Development, 360 N. Michigan Ave. Chicago, Illinois
Urban Planning Assistance (Sec. 701, Housing and Urban Development Act of 1961)	To give technical and financial assistance to local units of government, in comprehensive long-range planning. Plans may include beautification programs.	2/3 Federal, 1/3 local	Community Planning Division, Michigan Dept. of Commerce, Lansing, Mich. 48933
Land and Water Conservation Fund	To assist communities in acquisition and development of outdoor recreation areas and facilities. Beautification can be a part of such projects.	50% Federal, 50% local	Recreation Resource Planning Division, Michigan Dept. of Natural Resources, Lansing, Mich. 48926
Agricultural Conservation Program (A.C.P.)	To encourage and assist farmers with the establishment of trees, shrubs, and flowers for beautification-conservation purposes. Applies primarily to areas visible to public, but not to home landscaping.	80% Federal, 20% private	Agricultural Stabilization and Conservation Service, 1405 So. Harrison Road East Lansing, Mich. 48823 or local ASCS office



# Publications Related to Beautification

MICHIGAN STATE UNIVERSITY  
County Agricultural Agents Office:

- Beautiful Home Grounds* E425
- Landscape Planning for Rural Homes* E491
- Care of Established Lawns* F212
- Controlling Pests of Trees and Shrubs* E534
- Street Tree Ordinances* F243
- Insects Affecting Woody Ornamental  
Shrubs and Trees* E530
- Ornamental Evergreens* (10¢) E426
- Ornamental Shrubs for Michigan* (15¢) E493
- Ornamental Deciduous Trees for Michigan* (15¢) E552
- Ornamental Vines for Michigan* (15¢) E492
- Outdoor Lighting for Home Grounds* (15¢) E494
- Paving for Home Grounds* (15¢) CE6
- Protecting Trees and Shrubs from  
Construction Damage* F238
- Pruning Deciduous Shrubs and Woody Vines* F281
- Roses, Control of Powdery Mildew* F276
- Dutch Elm Disease* E506
- Planting Trees and Shrubs* E592

MICHIGAN DEPT. OF NATURAL RESOURCES  
Lansing, Michigan

- Michigan Conservation*, Six issues per year (\$1.00)
- Michigan Trees Worth Knowing* (\$1.00)
- Arbor Day* (No charge)

MICHIGAN STATE HIGHWAY DEPARTMENT  
Motorist Service Division

- Litterbugs Eat Dollars*

UAW, RECREATION DEPARTMENT  
8000 E. Jefferson St., Detroit, Michigan 48214

- In Pursuit of Greatness*

UNITED STATES DEPARTMENT OF AGRICULTURE  
Sup't. of Documents, Washington, D. C. 20402

- A Guide to Natural Beauty* (55¢) 1056
- Growing Annual Flowering Bulbs*
- Spring Flowering Bulbs* L439
- Growing Chrysanthemums in the Home Garden* G65
- Dwarf Fruit Trees* L407
- Growing Iris in the Home Garden* G66
- Better Lawns* G51
- Lawn Insects* G53
- Lawn Diseases* G61
- Lawn Weeds* G79
- Pruning Shade Trees* G83
- Roses for the Home* G25
- Chemical Control of Brush and Trees* F2158
- Hand Sprayers and Dusters* G63
- Ornamental Bamboo* G76
- Propagation of Trees and Shrubs* G80
- Selecting and Growing House Plants* G82
- Growing Flowering Dogwood* G88
- Selecting Fertilizers for Lawn and Garden* G89
- Protecting Shade Trees During Home Construction* G104

DEPARTMENT OF HOUSING AND  
URBAN DEVELOPMENT  
Sup't. of Documents, Washington, D. C. 20402

- Beautification Aids for Urban Areas*

FEDERAL WATER POLLUTION  
CONTROL ADMINISTRATION  
U. S. Department of the Interior

- What You Can Do About Water Pollution*
- Natural Beauty Report*

CITIZENS' ADVISORY COMMITTEE ON  
RECREATION AND NATURAL BEAUTY  
1700 Pennsylvania Ave., N.W., Washington, D. C. 20006

BROOKLYN BOTANIC GARDEN  
1000 Washington Avenue, Brooklyn, New York 11225  
*Plants and Gardens* (A series of handbooks on horticultural  
topics; send for list).

IZAAK WALTON LEAGUE OF AMERICA  
1326 Waukegan Rd., Glenview, Illinois 60025

- Clean Water: It's Up To You*





### ANTI-LITTER COMMITTEE

*Enact anti-litter ordinance.* Work with members of city council, mayor, city attorney, town or county supervisors.

*Formulate an anti-litter campaign.* Work with owners and managers of driveways, street stands and shopping centers, school principals, Scouts, 4-H groups, radio, press, TV, clergy, city foresters, apartment managers, sanitary engineers.

*Develop Anti-litter Propaganda.* Work with press, TV, radio, schools, 4-H groups.

*Conduct Anti-litter Tours.* Work with mayor, city council, service club members, other interested residents.

*Conduct "Clean-up, Paint-up, Fix-up Week".* Work with all agencies, especially youth groups. (Start this type of thinking at an early age.)

### WATER AND WATER-FRONT IMPROVEMENT COMMITTEE

*Survey present situation of lakes and rivers and streams.* Work with state or county department of conservation, sportsmen's organizations, skin-diver clubs, sanitation department, industry representatives, county drain commissioner, women's groups, board of health.

*Formulate and conduct a clean-up and anti-pollution program.* Same as above, plus all community groups.

### ABANDONED CAR COMMITTEE

*Formulate and enact an abandoned car ordinance.* Work with mayor, city council, town or county board, owners of collection centers.

*Locate all junk and abandoned cars in the community.* Work with police, mailmen, deliverymen, Scouts and residents.

*Haul junk or abandoned cars to a "collection center".* Obtain signed permission where necessary. Work with "vehicle" owners, managers of "collection centers".

*Locate or move "collection centers".* Find less conspicuous locations or arrange screen plantings along main highways and streets. Work with owners or managers of "collection centers".

### PUBLICITY AND PROMOTION COMMITTEE

*Stimulate interest and support for the program.* Work with radio, TV, press, schools, service clubs.

*Write news stories and articles on the action program.* (Include: objectives, plans, activities, accomplishments.)

*Arrange promotional campaigns.* Work with press, radio, TV, authors.

*Keep photographic record of project.* ("Before" and "after" pictures.) Work with press, camera club, garden club.

*Compile a record of accomplishments.* (These might be used for Keep Michigan Beautiful Awards.)

### PARK AND RECREATION COMMITTEE.

*Formulate a Park and Recreation Program.* Work with recreation leaders, school officials, youth leaders.

### SOME SUGGESTED ACTION PROGRAMS

1. Landscape or improve selected public sites within the community: mall, parks, boulevards, entrances to city, public buildings, etc.
2. Stimulate "front yard" landscaping.
3. Encourage stores, and business firms to landscape their property.
4. Plant "asphalt deserts" to shrubbery and flowers.
5. Use container-grown plants in city areas.
6. Plan, plant and maintain a community garden (roses, tulips, annuals).
7. Start a window box program in areas that cannot afford extensive plantings.
8. Establish a shade tree commission to provide a list of recommended trees for street tree plantings.
9. Start an Arbor Day Program at all schools. Plant a tree and distribute literature on the value of trees.
10. Establish good turf renovation and maintenance for key public areas.
11. Renovate parks and cemeteries.
12. Prune and fertilize trees and shrubs.
13. Remove dead and dying trees.
14. Screen views of unsightly but necessary utilities or arrange to move them to new location.
15. Establish clean-up programs to keep streets and public areas litter-free.
16. Control loss of trash from trucks, trailers, dumpsters, and dumps.
17. Establish regular trash pick-up.
18. Conduct an anti-pollution program.
19. Clean up rivers, streams and lakes.
20. Remove or repair and paint old buildings, fences, signs, etc.



# Films Related to Beautification

## *Let's Keep America Beautiful*

14 min., 16 mm, Sound, Color

Available: KAB, 99 Park Ave., New York 16, N.Y.

## *The Litterbug*

7 min., 16 mm, Sound, Color, Animated

Available: KAB, 99 Park Ave., New York 16, N.Y.

## *Woodland Manners*

19 min., 16 mm, Sound, Color

Available: Film Bookings, Motion Picture Service,  
U.S.D.A., Washington, D.C. 20250

## *Heritage of Splendor*

18 min., 16 mm, Sound, Color

Available: Modern Talking Picture Services, Inc.  
14533 Second Avenue, Detroit, Mich. 48203

## *Nation of Spoilers*

11 min., 16 mm, Sound, Color.

Contrasts natural beauty with spoiled areas.

Available: Alfred Higgins Productions  
9190 Sunset Blvd., Hollywood, Calif. 90069

## *Time to Begin*

22 min., 16 mm, Sound, Color

Produced by: The State of Virginia

Write: Virginia State Chamber of Commerce,  
Richmond, Va.

## *The Grand River*

29 min., Sound, Black and White

Write to: Film Loan Service,

Michigan Dept. of Natural Resources  
Lansing, Mich. 48926

## *Yours is The Land*

22 min., Sound, Color

Produced by: Conservation Foundation

Write to: Film Loan Service,

Michigan Dept. of Natural Resources  
Lansing, Mich. 48926

## *What's Happening to Our Landscape?*

20 min., 16 mm, Sound, Color

Available: Bureau of Audio-Visual Instruction  
University of Wisconsin

1312 W. Johnson Street, Madison, Wis. 53706

## *Basic Techniques for Home Landscaping*

12 min., 16 mm, Sound, Color

Available: Film Bookings, Motion Picture Service  
U.S. Dept. of Agriculture, Washington, D. C. 20250

## *New Guidelines for the Well-Landscaped Home*

14 min., 16 mm, Sound, Color

Available: Film Bookings, Motion Picture Service

U.S. Dept. of Agriculture, Washington, D. C. 20250

## *No Time for Ugliness*

20 min., 16 mm, Sound, Black and White

Produced by: American Institute of Architects

# Other Sources of Information

## KEEP AMERICA BEAUTIFUL, INC.

99 Park Avenue

New York, N.Y. 10016

## KEEP MICHIGAN BEAUTIFUL

28165 Greenfield Road

Southfield, Mich. 48075

## ACTION, INC.

(The National Council for Good Cities)

2 West 46th Street

New York, N.Y. 10036

## SEARS, ROEBUCK AND COMPANY

Community Planning Division

925 South Homan Avenue

Chicago, Ill. 60607

## NATIONAL CLEAN UP — PAINT UP — FIX UP BUREAU

1500 Rhode Island Avenue, N. W.

Washington, D. C. 20005

## GREATER MICHIGAN FOUNDATION

Box 5351, 809 Center St.

Lansing, Mich. 48906

## MICHIGAN STATE CHAMBER OF COMMERCE

215 S. Washington Ave.

Lansing, Mich. 48933

## BUREAU OF COMMUNITY DEVELOPMENT

Michigan State University

East Lansing, Mich. 48823

## COMMUNITY PLANNING DIVISION

Michigan Department of Commerce

208 E. Michigan

Lansing, Mich. 48913

## MICHIGAN SOIL CONSERVATION SERVICE

Manley Miles Bldg.

Michigan State University

East Lansing, Mich. 48823