Look Around

Up until recently we have tried to control the many eyesores in our major cities with zoning, but as we see the lagging overall effect and the ugly image still projected, it's obvious that more needs to be done.

Americans are first of all beginning to “see” again, to be more aware of their surroundings and to rebel against the unnecessary image we've earned in the past.

Today, the big question isn't HOW we will build, but how WELL we will build. To provide for our burgeoning population and to replace outdated buildings and neighborhoods, it is expedient that we plan with an eye to the future.

Fortunately, whether simple or complex, we have the resources in almost every community to eliminate ugliness and establish an atmosphere of beauty.

The three basic forces needed to provide the background and money for these beautification projects exist in an enlightened and sympathetic government, the initiative and backing of the business community, and the design professionals of each city.

Often the Federal, State, and local governments have special programs to help finance ventures of this sort.

It doesn't always take a fantastically expensive project to make a city more aesthetically appealing nor does it always take a maximum amount of time to do it. Much can be done at a minimum of expense and it can be done simultaneously, so the effect of the face-lifting can be felt more quickly.

Many cities have tried things like tree-planting programs as we have just begun in Lafayette to soften harsh streets. Others have placed attractive water displays and fountains at strategic areas in the city, or have used patterned pavements instead of the usual bland concrete.

Even something as modest as nicely-designed light poles or trash containers can enhance the appearance of a street. Placing overhead wires underground is another method of making the surroundings more pleasant.

The wires have to be placed somewhat where it is aesthetically more acceptable that they be placed where they can't obstruct the sky-view or present an ugly series of wires and poles.