



# KSB eNews Today

*Celebrating Our First 50 Years*

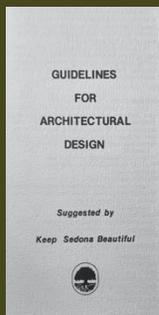
February 15, 2022



## RETAINING AND ENHANCING THE BEAUTY OF SEDONA

**2022** marks the 50th year of service to the Verde Valley by Keep Sedona Beautiful (KSB). As part of our golden anniversary celebration, we're looking back at our past accomplishments and looking forward to the future. This month focuses on how we retain and enhance the beauty of Sedona and the Verde Valley – the issue that triggered the creation of KSB.

In **1972**, a group of local citizens banded together to persuade businesses to remove ugly, invasive billboards and business signs. Given the fact that unincorporated Sedona had no regulations providing guidance on signs or on building designs, they were surprisingly successful. County regulations were lax.



In **1974**, we created our initial “Outline for Business Signs,” a set of suggestions that businesses could follow. This was followed in 1977 by a more formal “Guidelines for Effective Signs in the Sedona Area,” and in 1979 with “Guidelines for Architectural Designs.” Once again, we used the power of persuasion to convince businesses to keep Sedona beautiful. For these guidelines, KSB was awarded a certificate of appreciation from the Governor’s Commission on Arizona’s Environment in 1981.

KSB lobbied both Yavapai and Coconino Counties to enact sign ordinances and succeeded in 1980 in convincing Coconino County to prohibit billboards along interstate highways and areas zoned light commercial (C-1). This kept billboards off Highways 89A and 179 in Sedona. In 1988, shortly after Sedona’s incorporation, KSB led the initiative to enact a sign ordinance in the City of Sedona. KSB was also pivotal in enacting Sedona’s covered load ordinance in 2006.



These efforts are seen every day in the city. Gas stations don't have towering signs advertising their prices and blocking views. McDonalds has teal arches on a sign at ground level, rather than a 30-foot golden arches sign. We even asked the Department of Transportation to remove most of the signs indicating KSB litter lifting sponsorship on a particular roadway mile.

In coming years, we'll continue to provide input as cities and counties in the Verde Valley review their sign and advertising ordinances. In particular, we'll vigorously oppose proposals allowing electronic billboards to diminish our dark skies.

Retaining and enhancing the beauty of Sedona includes keeping our roads clear of trash. We consider litter lifting one of our most important initiatives.

You've likely heard someone remark about Sedona's clean roads. That's a result of KSB litter lifters who regularly keep our roads and highways free of trash. Our founders were passionate about picking up trash. They even paid for and maintained trash barrels around unincorporated Sedona (pre-1987) and at national forest sites.



We organized twice annual, town-wide cleanup days and cleanup days at Slide Rock before it became a State Park. Prior to ADOT's Adopt-a-Highway program, we organized cleanups of Hwy 89A between Sedona and Cottonwood. We were one of the very first organizations to join the Adopt-a-Highway program. The KSB litter lifters were always the last float in the St. Patrick's Day Parade, leaving the street cleaner after the parade than before.

Courtesy of the Red Rock News

We've won numerous awards for our litter lifting program, including an award in 1975 from the Forest Service and the Governor's Pride Award in 2007. We were honored when the City of Sedona declared April 2003 Litter Lifters Month.

Litter Lifting is in our DNA and will remain a core program for as long as our organization exists.

Helping keep our roads trash-free is an incredibly rewarding task. To join our litter lifter program, please contact [keepsedonabeautiful.org](http://keepsedonabeautiful.org). We frequently have routes available.

Join us as we celebrate 50 years of environmental stewardship. Become a member of KSB or renew your membership at [keepsedonabeautiful.org/donations](http://keepsedonabeautiful.org/donations).

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Keep Sedona Beautiful, Inc.  
Located at  
360 Brewer Rd. Sedona, AZ 86336  
928-282-4938 [info@keepsedonabeautiful.org](mailto:info@keepsedonabeautiful.org)  
[www.KeepSedonaBeautiful.org](http://www.KeepSedonaBeautiful.org)