

3. History

The program was authorized by the Housing and Urban Development Act of 1965 and is in its first fiscal year of operation.

4. Level of operations. (See table 1.)

Program: Urban beautification program.

Department or agency, and office or bureau: Department of Housing and Urban Development; Office of Urban Neighborhood Services [formerly in Urban Renewal Administration].

TABLE 1.—Level of operations or performance, fiscal years 1966–67 ¹

[Dollars in millions]

Measure	Fiscal year 1966 estimate	Fiscal year 1967 estimate
(a) Magnitude of program:		
Amount of grant approvals in year.....	\$5	\$10
Number of grant approvals in year.....	50	100
(b) Applicants or participants: Local communities.....	50	75
(c) Federal finances:		
Unobligated appropriations available.....	\$5	\$10
Obligations incurred.....	\$5	\$10
Commitments made.....	\$5	\$10
(d) Matching or additional expenditures.....	\$2.5	\$5
(e) Number of Federal Government employees ²		
(f) Non-Federal personnel ³		

¹ Not in operation in fiscal years 1964 and 1965.

² Included in figures for open space program.

³ Estimates not available.

5. Estimated magnitude of program in 1970

The Housing and Urban Development Act of 1965 authorized \$36 million for the program. When this authorization is appropriated and expended, it is probable that additional authorization will be required, due to expanded demand to improve the appearance and the livability of our cities.

6. Prospective changes in program orientation

(a) Pending legislative proposals.—None.

(b) Proposed administrative and organization changes.—There are no announced organization or administrative changes pending as of January 1966.

(c) Probable changes in the conditions under which the program will function in 1970; e.g., technological, economic, social.—It is still too early in the urban beautification effort to evaluate the factors which will affect the future activities of the program. However, over the past several years there has been an obvious increased concern with the general area of urban esthetics and of the impact this has upon those who live and work there. A functional but sterile urban environment is not a satisfactory one. We would expect a continuation of this concern.

7. Coordination and cooperation

(a) Within your bureau, division or office.—Policy elements of the urban renewal program (title I) and the "701" urban planning assistance program are coordinated closely with the urban beautification program. The experience gained in title I projects with improved urban design is being applied to the urban beautification program.