

Scenic America's Corporate Stewardship Pledge: To Respect and Reclaim America the Beautiful

As executives of American companies that desire to positively shape the character of the built and natural environment, we take it as our responsibility to preserve and enhance the beauty of our great country. We know that our visual environment and public spaces are under extraordinary assault by forces that scar our countryside and invade the public with off-premise digital and non-digital billboards that, unlike all other modes of advertising, are extraordinarily invasive and remove the public's choice to view them. Because beauty sells and ugly does not, there is a strong business reason to prevent the degradation of America's distinctive urban settings and pleasing rural landscapes from visual clutter that creates "anywhere USA" across the country.

As stewards we believe that a conscious corporate policy to respect the natural environment and to visually enhance the built environment and public spaces is in our long-term best interest. It creates a better quality of life for our employees, their families, and the residents of all communities who are or may become our customers.

Our words provide leadership; our actions set an example. Accordingly we make the following pledge:

1. Our company will not use off-premise billboards to promote its products or services.
2. In locating, designing, and building the company's physical plant and structures, we shall seek to be in harmony with the natural beauty and the geography of the region and respect and enhance the character of the built environment.
3. Our company will use aesthetically appealing, appropriately scaled, non-digital on-premise signs to identify our buildings.
4. Our company will utilize geographically appropriate landscaping in our parking lots and around our buildings to be in context with the local community character.

Adopted on the ____ day of _____, _____.

By: _____
Title: _____