

Economics of Amenity

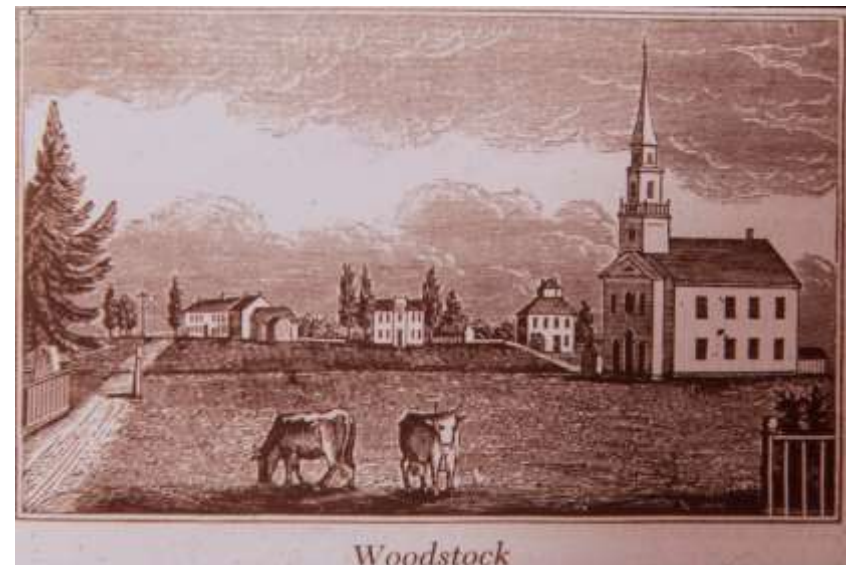
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April 11, 2014

Houston, Texas

A Short History of Civic Beautification









Historic Preservation & Cultural Landmarks



Charleston, SC Adaptive Reuse

1931 Gas Station



**Now the Shops of Historic
Charleston Foundation**





Carmel Village, California



Ojai, California







Corporate Franchise Design



Freeport, Maine

Corporate Franchise Design



New Hyde Park, Long Island, New York



McDonald's in Sedona, AZ

Corporate Franchise Design



Corporate Franchise Design



KFC in Charleston, South Carolina





Gateways: The Road that Beckons?

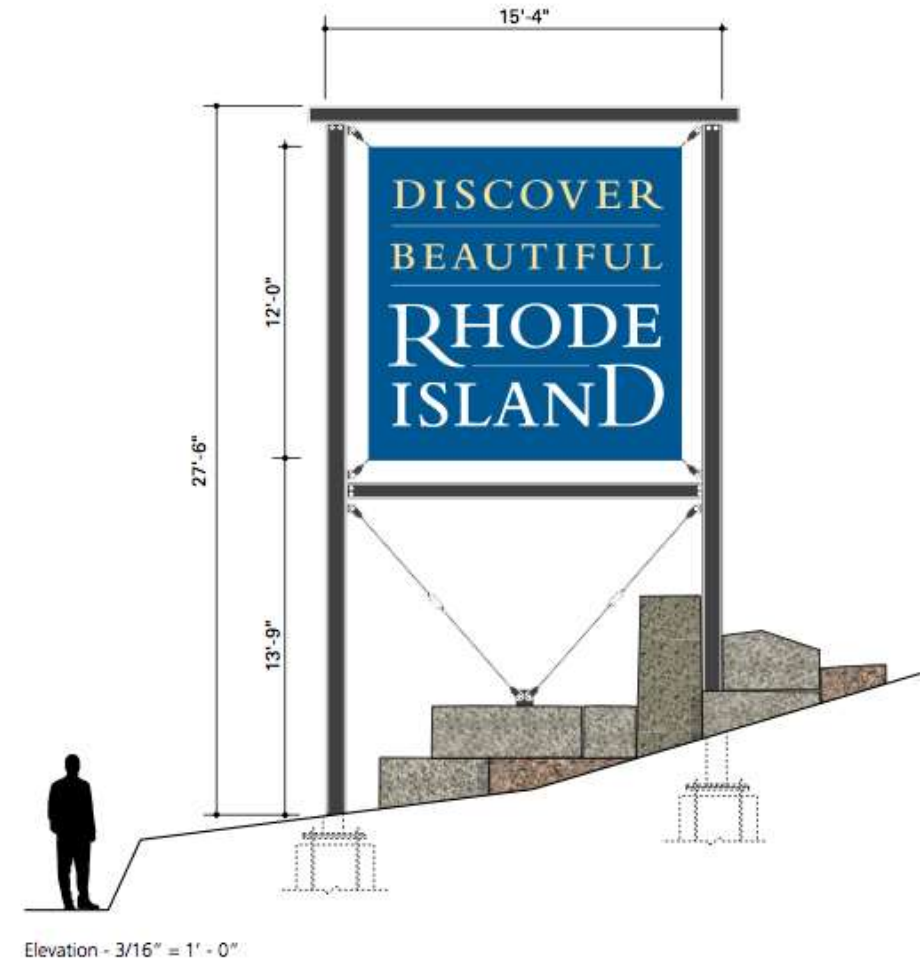


Interstate 95 in Philadelphia, Pennsylvania

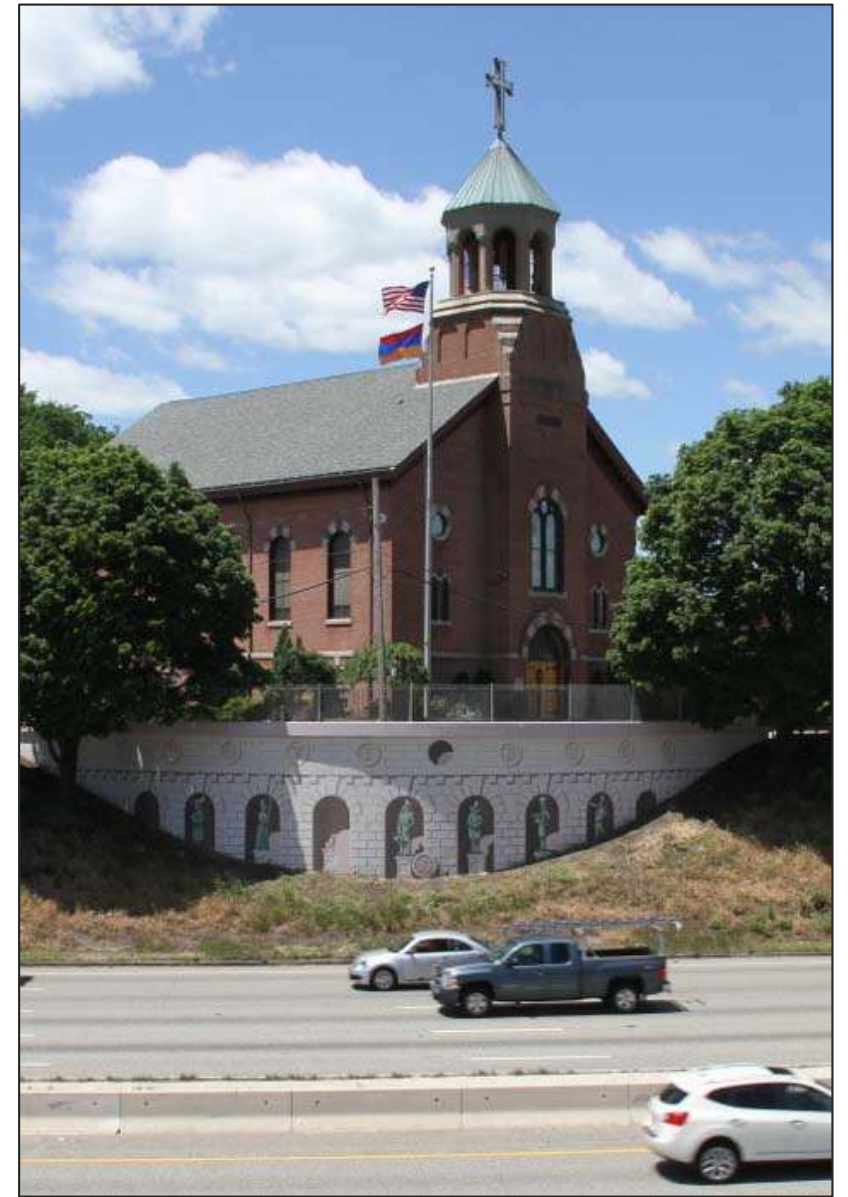
Gateways: The Road that Beckons?



Radnor, Pennsylvania









Clearwater, Florida



1991

Clearwater, Florida



2004



Dayton, Ohio

Thousand Oaks, California



Utility poles and wires



Hilton Head Island, South Carolina

15-year project will put all of the 42 square mile island's utility wires underground, financed by a 3% fee on all residential and commercial utility bills. Total projected cost is \$35 million.



Watch Hill, Rhode Island

“ Undergrounding expected to generate \$46 million in private investment and a 24% increase in the local work force”

Telecommunications towers



Impact of billboards on the landscape



Interstates 70 & 44 in Missouri

Impact of billboards on the landscape



Tree cutting for billboard visibility

No billboards: Maine, Vermont, Alaska and Hawaii



The economic impact of on-premise signage



Brookline



Boston

Brookline property assessed at \$3 million greater than Boston property.

Sao Paulo, Brazil bans most outdoor advertising in 2007.



A 2012 survey found 72% of residents and businesses supported the ban.





Scenic America gives International Visionary Award to Sao Paulo Mayor Kassab



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Houston Mayor Annise Parker



California
State Senator
Mark Leno



Pittsburgh Mayor Tom Murphy

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