Economics of Amenity

Presented by:

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Houston, Texas
A Short History of Civic Beautification
Historic Preservation & Cultural Landmarks
1931 Gas Station

Now the Shops of Historic Charleston Foundation
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
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 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.
Os céus proclamam a glória de Deus
e o firmamento anuncia a obra das suas mãos (Salmo 19)

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Senator Lamar Alexander
Houston Mayor Annise Parker

California State Senator Mark Leno

Pittsburgh Mayor Tom Murphy
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