

FOR IMMEDIATE RELEASE

April 22, 2013

National group rallies in San Francisco for scenic beauty

SAN FRANCISCO – Scenic America, the only national nonprofit working to improve the country’s visual environment, will convene its annual Spring conference in San Francisco, culminating in a Scenic Symposium titled “Reclaiming America the Beautiful From the Forces of Blight” on May 2 at the City Club of San Francisco.

The group has chosen to convene in San Francisco because of the city’s rich history and culture, its intrinsic scenic assets, and the presence of San Francisco Beautiful, a local allied group focused on making the city’s neighborhoods more attractive and livable. But the city and the Bay Area also face threats that Scenic America will address at the conference, including proposals for massive amounts of new advertising at SFO airport and a series of digital billboards near the new Bay Bridge span in Oakland.

“San Francisco is one of our country’s most unique, historic and scenic cities,” said Mary Tracy, president of Scenic America. “In many ways the city does a formidable job of protecting its sense of place, but it faces the same challenges so many other places face: a proliferation of unsightly outdoor advertising, poorly placed utilities and other visual blight that homogenizes a place rather than distinguishes it. Our conference will highlight the successes but also bring attention to the issues that need addressing.”

Scenic Symposium presenters will assemble from all over the country, from the Bay Area to Boston. Each presenter brings a unique perspective on the issues and expertise on issues including sign law, traffic safety, urban planning, environmental design and political advocacy. One thing they all have in common is a passion for the American landscape and a desire to work towards a more beautiful country.

The Symposium’s lunch hour will feature two distinguished guest speakers: Huey D. Johnson, founder of the Trust for Public Land, and Tom Radulovich, executive director of Livable City and President of BART’s board of directors.

To download the full Symposium agenda click here: www.scenic.org/agenda

###

For more information and for media wishing to attend the symposium, contact Max Ashburn, Scenic America communications director, at 202.588.6385 or ashburn@scenic.org

Scenic America is the only national 501(c)(3) nonprofit organization dedicated solely to preserving and enhancing the visual character of America's communities and countryside.