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## Get Local



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### Please consider Scenic America in your year-end giving plans

Each month we here at Scenic America are genuinely pleased to present you with Scenic Overlook. All year round we are working hard to protect and enhance the quality of this great country of ours.

It probably comes as no surprise that in our current economic climate, our struggle to thrive, and even *survive*, has become more difficult. We are in a tough fight against implacable foes with deep pockets.

As you plan your year-end giving, we hope that you'll consider supporting Scenic America to help us continue to perform our singularly unique mission of protecting this nation's visual heritage.

Scenic America is a 501(c)(3) non-profit, and your generous donation is tax-deductible.

[Click here to make a donation to Scenic America today.](#)

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### Los Angeles: "Worst billboard policy enforcement in the nation"

Scenic America President Kevin Fry is the subject of a [feature interview](#) in *The Planning Report*, a publication that covers development in southern California.

### Scenic America makes the news:

[Television-style billboards coming to Western NY roadways](#)

[Digital Billboards Become a Bohemian Blasphemy](#)

[City of L.A.: 'Worst' Billboard Policy Enforcement in Nation](#)

[Akron City Council considers strict new outdoor sign rules](#)

As has been well documented, the city of Los Angeles is currently trying to reign in a proliferation of signs, including an unprecedented conversion of static signs to digital billboards.



Hollywood, Los Angeles photo by Kevin Fry

Concerned Los Angelenos are banding together to combat what some see as a problem that has gotten completely out of hand. In reality, billboard companies have effectively seized control of L.A.'s streets and neighborhoods.

How is it possible that the city's billboard problems got to this point?

"With the aid of willfully blind or inept public officials...the outdoor advertising industry has simply taken over the streets and put up signs wherever it feels like," said Fry.

[Click here](#) for the entire article.

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### Houston City Council reaffirms their commitment to beauty

The Houston City Council, following supportive remarks by Council Members Holm and Sullivan, recently voted with no opposition to reconfirm and restate a total ban on off-premise billboards.

## Scenic Quote of the Month

This action reaffirmed the existing 1980 ban by 

explicitly stating that converting any existing

**"It's just a matter of time before somebody is run over by a driver**

**bedazzled by the graphics.**

**They're really hideous and cheap."**

"Our successful efforts to create hyper-awareness among those on Council to the blight caused by billboards was evidenced by how easily this ordinance was adopted," said Anne Culver, Executive Director of [Scenic Houston](#), one of the groups responsible for encouraging the Council to reaffirm the law.

~ **Kevin Glynn, a member of the MidCity West Neighborhood Council, on Los Angeles' exploding digital billboard population**

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## Scenic America's byway workshops are a hit with participants

As part of our technical services, Scenic America is facilitating a series of scenic conservation workshops on scenic roadways across the country. In conjunction with the [America's Byways Resource Center](#), these workshops are the latest installments to a long history of technical services that Scenic America has provided to the byways community.

## Scenic Trivia Question

**Q: What are the four states that ban billboards entirely?**

Recent workshops in Colorado and New Mexico have drawn praise from participants. Here is just a sampling of participant comments:

**A: Maine, Vermont, Alaska and Hawaii all have total bans on billboards.**

*"It was an exciting opportunity to collaborate with a knowledgeable group of people to determine a way to improve the byway."*

*"The entire program was well planned and very well presented."*

*"My favorite aspect of the workshop was simply teaching myself, with the help of Brad and other participants, how to view the byway in a different capacity than I had before."*

## Tell a Friend

**Click here to tell your friends and family about Scenic Overlook and spread the word about Scenic America.**

*"We returned from this trip passionate about our experience and filled with creative ideas of how we might protect and improve the visual quality of our scenic byway."*


The workshops are conducted by Brad Cownover, Scenic America's Director of Scenic Conservation Services. [Click here](#) for more information on the workshops or other technical services offered by Scenic America on a fee basis.

## Make a donation

**Your tax-deductible donation helps us to provide information, support, and guidance to communities, planners, and policy makers that recognize...**

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## Scenic Georgia debuts new website

Scenic Georgia, an affiliate of Scenic America, is a grassroots organization of  people and organizations that are interested in preserving and enhancing Georgia's scenic qualities. They invite you to join their organization and work to make your own community more scenic.


[Scenic Georgia's new website](#) is a source of information on legislative and other actions that impact the scenic qualities of Georgia. It also provides information and links to other organizations in the state that are interested in scenic preservation and enhancement.

**Change is Inevitable, Ugliness is Not!**



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## Sao Paulo, two years free of billboards, shines anew

Almost two years ago, the city of Sao Paulo, Brazil, ordered the downsizing or removal of all billboards and most other forms of commercial advertising in the city. 

## Contact Us

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While many business people at the time worried that the ban on billboards would negatively affect businesses, those concerns have largely proved groundless and the city has taken on a revived look. Where signs once covered up historic buildings, the original facades have been refurbished and allowed to shine as they were meant to be seen.

Time Magazine has [filed this report](#) on how Sao Paulo has evolved since the billboard ban went into effect. Could cities here in the U.S. learn a lesson from South America's largest city?

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