



header image

*August 2011**~ Follow Us ~**~ Scenic News ~*

Branding expert Marc Gobé [tells marketers to be "part of the solution, not the pollution"](#) at the Sustainable Brands conference...

Ohio & Erie Canal Scenic Byway [receives federal grant](#) for billboard removal...

Judge [says plaintiff lacks standing](#) in lawsuit over Reno billboard ban...

New York Appellate Court [upholds city fines](#) for illegal signage...

North Carolina set to [lose 575 miles of trees](#) due to new legislation...

New poll shows voters in Reno, NV [don't want digital billboards](#)...

Rapid City [sees no sign of lawsuits](#) after vote to ban digital billboards...

Lamar Advertising [finally removes electronic billboard](#) in downtown Pittsburgh...

*~ Tell a Friend ~**New Scenic America website!*

Website screenshot

We're excited to announce the launch of Scenic America's [brand new website](#).

We've designed the new site to make it easier than ever for the public to find the information they're looking for. In aid of our goal of being the public's number one resource on scenic issues, we've added some new sections such as:

[studies and reports](#), [testimonies](#), [scenic quotes](#), [opinion polls](#) and [videos](#). In addition, we've made it easier than ever to find an affiliate [using this interactive map](#). If you have any thoughts/suggestions about the new site, please [contact us](#).

For more regular updates on scenic conservation, please [like us on Facebook](#) and [follow us on Twitter](#).

Three more cities move to ban digital billboards

digital billboard

Three more cities have joined the growing list of places that have banned digital billboards.

All three municipalities have something in common: they were not persuaded by billboard companies' offers to take down static billboards in exchange for allowing digital billboards to go up. In this way they avoided a tempting but ultimately counterproductive offer: digital billboards represent a whole new

level of blight over static signs, they will be extremely expensive to remove when the time arrives, and therefore it is quite likely that they will stay up for a very, very long time.

The city council in St. Petersburg, FL [has rejected an offer](#) by Clear Channel to take down traditional billboards in exchange for allowing digital signs.

The city council in Tacoma, WA recently [got tough on outdoor advertising](#)

Know someone who might be interested in scenic issues? Why not [encourage them](#) to sign up?

~ Donate ~

You can support our unique and vital mission by making a [tax-deductible donation](#) today.

~ Upcoming Events ~

SAN FRANCISCO:

The City as Billboard Regulator, Billboard Landlord, and Billboard Operator

In the age of digital conversion and street furniture advertising, many cities are considering partnerships with private companies which may produce significant, new, non-tax revenue streams. Explore the financial, legal and policy considerations of such deals.

Speakers:
Randal R. Morrison,
Sabine & Morrison,
San Diego

Dennis Hathaway,
President, Coalition to
Ban Billboard Blight

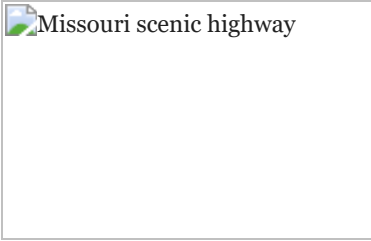
Jim Rinehart,
Economic
Development
Director, Sacramento

When: 11:00 a.m.,
Friday September 23,
2011

and passed an ordinance that will ban digital billboards in that city. The ordinance also requires Clear Channel Outdoor to remove approximately 190 traditional billboards that are considered out of compliance with the city's regulations.

Meanwhile, the historic city of Savannah, GA is also [moving to ban digital billboards](#). Like in Tacoma and St. Petersburg, a billboard company in Savannah had offered to take down static billboards in exchange for putting up digital billboards.

The lone voice for beauty at highway beautification conference

 Missouri scenic highway

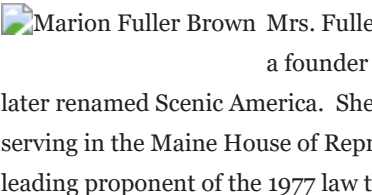
Scenic America President Mary Tracy was the lone spokesperson to advocate for scenic beauty at the recent annual meeting of [NAHBA](#), the National Alliance of Highway Beautification Agencies.

The conference, held in Charlotte, consisted of the "regulators and the regulated," according to Tracy -- i.e. the federal and state level highway personnel responsible for enforcement of the Highway Beautification Act and the billboard lobbyists. Save the presence of Scenic America, there was no other group at this meeting to represent the public interest.

Tracy was a speaker on several panels, including: segmentation of scenic byways, a review of a pilot program in South Carolina and Florida, and the presentation of the [International Scan Report on Outdoor Advertising](#). Tracy said "the NAHBA conference provides an important forum to discuss outdoor advertising issues, but there is a need for greater public participation to offset the imbalance created by the well represented billboard industry."

Marion Fuller Brown remembered

Hundreds of friends and family packed the First Parish Church in York, Maine on August 14 to remember the life of Marion Fuller Brown.

 Marion Fuller Brown Mrs. Fuller Brown, who died in June at age 94, was a founder of the Coalition to Preserve Scenic Beauty, later renamed Scenic America. She was also a longtime public servant, serving in the Maine House of Representatives from 1966-1972. She was the leading proponent of the 1977 law that banned billboards in Maine.

"She will forever be remembered as the driving force behind the successful effort to ban billboards in Maine, thus ridding our roadways, communities and landscapes of visual clutter," said U.S. Senator Susan Collins, R-Maine. "Maine is a beautiful state, and we, as well as generations to come, owe a debt of gratitude to Marion Fuller Brown."

**What: Annual
Convention of the
League of California
Cities**

**Where: Moscone West
Convention Center,
San Francisco**

**More info and to
register:**
www.cacities.org/ac

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