



header image

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*~ Photo of the Month ~*

## *Digital billboards ruled illegal by Arizona Court of Appeals*

In a [landmark ruling](#) that could have nationwide implications, the Arizona Court of Appeals has ruled that digital billboards along state and federal highways are illegal because they violate the state's ban on intermittent light.

The ruling, which already [has halted](#) some plans for digital signs, is significant in several ways, namely because the Court affirms the common definition of what intermittent lighting is. A central argument for whether digital billboards are legal hinges on the fact that billboards with flashing, intermittent or moving lights are banned under the Federal Highway Beautification Act and many state laws, such as Arizona's own Highway Beautification Act.

[Click here](#) for background on the case, including copies of the amicus brief submitted by Scenic America and other related information.

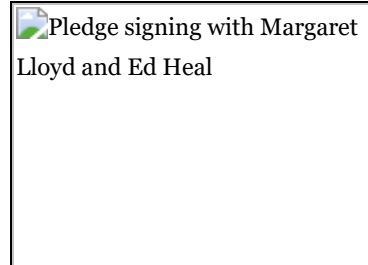


digital\_bb\_Sarasota\_Florida

## *Scenic America launches Corporate Stewardship Pledge*

Scenic America has launched a nationwide Corporate Stewardship Pledge designed to encourage businesses to preserve and enhance the visual environment as part of their business practices.

The initiative was announced during a recent meeting of Scenic America's Board of Directors in Pittsburgh. Board Vice-Chair Margaret Lloyd unveiled the pledge along with the names of the program's four charter businesses.



Pledge signing with Margaret Lloyd and Ed Heal

“We are excited to announce this initiative and these visionary businesses who have signed our pledge to work in harmony with the beauty and character of the areas where they are located,” said Lloyd.

 Rutledge Photo of billboard

The above photo was sent in by Lisa Starbuck, a member of [Scenic Knoxville](#). The sign is located along I-40 near the Rutledge Pike exit.

The billboard says "If You're Reading This, We'll See You Soon," and in much smaller lettering is advertising for an auto body shop.

It's unclear who owns the sign since there's no nameplate, but it does seem rather curious that a billboard company would approve this copy!

[Click here](#) to view a larger version of the photo.

[Click here](#) to read more about the pledge and the charter signers. To read the pledge itself [click here](#) (PDF).

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## *International Scenic Visionary Award goes to Sao Paulo Mayor*

Scenic America has presented its first-ever International Scenic Visionary Award to Sao Paulo Mayor Gilberto Kassab for his bold efforts to limit visual pollution in that city.

The award was presented by Scenic America President Mary Tracy after the [world premiere](#) of the groundbreaking documentary film "[This Space Available](#)" at the DOC NYC festival. [Click here](#) to watch a clip of the award presentation.

 presentation of award

Though Mayor Kassab was unable to attend in person, the award was received by a representative of the Brazilian Consulate in New York City. Mayor Kassab accepted the award and [sent this letter](#) expressing his gratitude, saying the Clean City Law "rescued our self-esteem and our pride for the beauty once hidden" in Sao Paulo.

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