August 2012

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Breaking News: Court upholds Arizona’s electronic billboard ban...
USC student sues Los Angeles over billboard list...
Ohio town unites to seek removal of new billboards over safety concerns...
Illinois River Road will use grant funds to fuel tourism...
Editorial: Kansas City should try new tactics to curb billboard blight...
Editorial: Tourists come to North Carolina for the beauty, not the billboards...
Spokane urged to promote its beauty...
How urban parks enhance your brain...

~ Scenic News ~

Rutgers Law Review note contends digital billboards violate the law


Sharpe argues that the Federal Highway Administration (FHWA)'s 2007 guidance memorandum opened the flood gates for digital billboard construction around the country, reversed FHWA's prior, consistent policy on changeable message signs, which said that they were unlawful under the various federal-state agreements that ban signs with intermittent lighting.

Scenic America made similar arguments in our long-standing petition for rulemaking asking FHWA to issue a rule that defines the phrase "flashing, blinking or intermittent light or lights," as it is used in FHWA regulations and the various federal-state agreements issued to comply with the HBA. As of August 2012, FHWA has still not issued a formal response to our petition.

Despite evidence, Lamar will not be charged in tree poisoning case

No criminal charges will be filed against billboard giant Lamar Advertising, despite evidence that company workers in Florida secretly chopped down or poisoned trees to provide clearer views of its roadside signs, according to a report by FairWarning.

In disclosing its decision not to prosecute, the State Attorney’s office in Tallahassee said its probe was hampered by uncooperative witnesses, statute of limitations problems, and the death last year of a Lamar executive linked to the tree attacks. But an investigator for the State Attorney’s office concluded that illicit tree-poisonings were carried out and said he suspects "this was (and may still be) a corporate-wide practice." The investigator’s report and this deposition of a Lamar employee lay out how it was done, and
Scenic Pittsburgh unveils new website!

In case you missed it:

Scenic Pittsburgh has unveiled a terrific new website that highlights their ideas and goals for the city and southwestern Pennsylvania.

Scenic Pittsburgh is working hard to protect the city's skyline from corporate interests that want to brand it with logos and advertising. In particular the group is working to stop a central part of the cityscape from being turned into a giant digital billboard.

Meanwhile, Scenic Pittsburgh is celebrating the recent Court ruling that upheld the city's billboard ordinance!

TAKE ACTION: In response to this and too many other cases of tree killing in states all across the country, Scenic America is asking concerned citizens to let their public officials know that trees are more valuable than billboards and deserve to be protected. If you haven’t yet, please take a moment to voice your support for trees!

Scenic America featured in debut of the Giving Library

Scenic America is honored to be part of the Laura and John Arnold Foundation's launch of the Giving Library website. The site is an innovative online library dedicated to providing information about nonprofit organizations through easily digestible video formats.

The Giving Library showcases Scenic America to potential donors in two ways: with a short-format video that provides a broad understanding of our mission and goals, and with long-format Q&A style video interviews that model an in-depth, face-to-face meeting between a donor and a nonprofit leader. The long-format video interviews address Scenic America’s origins, objectives, successes and challenges.

Scenic America is very thankful to the Arnold Foundation for their support and belief that our work to preserve and enhance the visual character of America’s roadways, countryside and communities will create the kind of significant and lasting change they envision.

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