



New Scenic America banner

*August 2012**~ Follow Us ~**~ Scenic News ~*

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](#)...

~ Tell a Friend ~

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.

Rutgers Law Review note contends digital billboards violate the law

The latest edition of the [Rutgers Law Review](#) includes a note by law student Susan C. Sharpe, "[Between Beauty and Beer Signs](#)," that argues that digital billboards violate the spirit and letter of the Highway Beautification Act.

Sharpe argues that the Federal Highway Administration (FHWA)'s [2007 guidance memorandum](#), which 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.

[Click here to read more about this issue.](#)

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



Grab some attention billboard



Legal tree cutting in North Carolina

In case you missed it:

Pittsburgh skyline

Scenic Pittsburgh unveils new website!

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!

in disturbing detail.

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

 [Scenic America in the Giving Library thumbnail](#)

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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