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Your tax-deductible contribution will support our unique and vital mission to protect the scenic qualities of America's communities.

Scenic America lawsuit on digital billboards moves forward

Scenic America won a [preliminary legal victory](#) when a federal judge ruled that our group has standing to challenge a 2007 Federal Highway Administration (FHWA) ruling that allowed digital billboards to proliferate on federal-aid highways across the country.

Scenic America, represented by the [Institute for Public Representation](#) at Georgetown Law School, filed the lawsuit in January 2013 asking the Court to overturn a FHWA memorandum that reversed decades of policy prohibiting signs with "flashing, blinking or intermittent" lighting on federal-aid highways.

[Click here to download the Court's ruling \(PDF\).](#)

Scenic America is pleased with Judge Boasberg's decision that we have standing to bring this lawsuit and looks forward to the Court hearing the full merits of the case.

Cities rejecting digital billboard deals

While the billboard industry rushes to entice local governments to accept digital billboard with offers of cash and revenue sharing, more cities are taking the long term view and looking out for their quality of life and community character by declining the offers.

In recent days two cities have rejected proposals for digital billboards. In Palo Alto, in the heart of hi-tech Silicon Valley, residents [rose up to oppose](#) outdoor advertising's latest technological blight. The city was tempted by the offer during a lean fiscal period, but finances have since improved and in response to residents City Manager James Keene said: "Just so we're clear...we're done with this [proposal] forever."



Residents and city leaders in Urbana, IL [decided against](#) allowing digital billboards in the city on aesthetic and safety concerns.

Alderman Dennis Roberts said the signs would be an unnecessary intrusion into people's lives: "When we don't have an option of turning it off...it becomes a public issue," he said.

Meanwhile, other bustling business-friendly cities such as Houston, Denver, San Francisco and St. Louis are prohibiting digital

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Citizens say: "Don't Blight the Bay"

Members of [Scenic East Bay](#) showed up in t-shirts and held up a banner to oppose 5 more billboards being proposed along the bike and pedestrian paths of the newly completed Bay Bridge linking Oakland and San Francisco.

While TV cameras covered Oakland Mayor Jean Quan's kickoff press conference, no one could miss the Don't Blight the Bay message. Three days later Mayor Quan met with members of Scenic East Bay and she confirmed that even more billboards are being proposed along Highway 880.



Meanwhile, the current co-chair of her re-election campaign owns a billboard company and would benefit financially if the new billboards along Highway 880 are approved by the City Council.

Visit www.sceniceastbay.org to sign a petition and keep informed of developments in the Bay Area.

Photo credit: John Klein

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