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Scenic News:

Scenic America Board Chair Ronald Lee Fleming joins panel to discuss aesthetic regulations in NYC - [click here for video...](#)

Effort underway to [improve character of rural roads](#) on Martha's Vineyard...

Philly [considering billboards](#) on schools and buses...

Alliance seeks to [achieve scenic byway](#) status for Route 6 in Pennsylvania...

Opposition [grows to billboards](#) in Chicago's Logan Square...

Plan in Poconos calls for [giant digital billboard](#) 73 feet up...

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Houston city leaders take steps to protect public trees

Houston city leaders, led by Mayor Annise Parker, have [levied more than half a million dollars](#) in fines for the unlawful cutting of trees in the public right of way.

A developer and subcontractor have agreed to pay the city \$225,000 for illegally taking down two trees, one of them a 100-year-old live oak. In August the city settled with a townhome developer for \$300,000 to restore Woodland Park northwest of downtown after nearly an acre was clear cut. The city also is suing a motel owner for over-pruning trees bordering the street.



The city's efforts come as a [growing body of research](#) shows that trees offer a myriad of environmental, economic, aesthetic and social benefits to urban areas.

[Scenic Houston](#) is a leading proponent of tree protection in the city. "Local governments in the region are becoming much more attentive to the fact that the appearance of our streetscapes is very important," said Anne Culver, the group's executive director.

Hawaii residents worry bus proposal could threaten advertising laws

Hawaii banned billboards in 1927, more than three decades before becoming a state. Years later the courts even upheld the state's ban on aerial advertising. Now a [proposal to allow advertising](#) on Honolulu's public buses is causing concern about unseemly ads on the buses and [opening the door](#) to advertising elsewhere.

The city of Honolulu is considering a proposal to allow, for the first time, commercial advertising on municipal buses. But many, including members of the [Outdoor Circle](#), believe the ads would violate the spirit of the state's outdoor advertising laws and lead to additional signs and advertising.

The city of Houston [rejected ads](#) on municipal buses earlier this year. That city prohibited billboards in 1980 and is working on

many different fronts to improve its appearances.



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Marketing experts say billboards not a good choice for small businesses

A content marketing specialist has come up with 7 reasons for [small businesses to think twice](#) before putting any of their marketing dollars into billboards.

"The biggest reason that billboards aren't great for small businesses," she said, "is because there are so many other, better options." Her research showed that there are many less expensive ad formats that are likely to bring more success than a billboard.



Her findings jibe with those of a 40-year veteran of community-destination marketing who also advises small businesses to [avoid using billboards](#) because, among other reasons, they are likely to turn off far more people than they impress.

He calls billboards [desecration marketing](#) and asks fellow destination marketers whether it's ethical to defile another community to promote your own. He suggests that at the very least users of billboards are violating the increasingly important principle of sustainability in marketing.

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