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Scenic News:

165 illegal billboards [found in survey](#) of Comal County, TX...

Des Moines, Iowa [bans new billboards](#)...

Kansas scenic byway [unveils interactive](#) online map...

Glowing [orbs of advertising](#) proposed for downtown Philly...

NextCity: Who [wants to live](#) in Times Square?

Scenic Ohio reflects on [80 years of protecting](#) state's scenic resources...

Northeast PA towns [seeking byway status](#) for US Route 6...

Commentary: [Billboards, Big Money and Blight](#)...

NY Times editorial: LG's [plan to deface](#) the Palisades...

James Benkard, a former Scenic America Board member and a prominent attorney, has died at 76. [Click here](#) to read the New York Times story.

Houston conference highlights benefits of scenic beauty

The refrain "Beauty is good for business!" was heard often during Scenic America's recent conference in Houston. But the day's speakers showed that beauty is not just good for business, but also for community character, workplace productivity and our mental and physical health.

Among the capacity audience at the Magnolia Hotel in downtown Houston were designers, developers, landscape architects, attorneys, planners, public officials and other advocates for scenic beauty.



Featured speakers included worldwide real estate developer Gerald Hines, Professor Stephen Klineberg of Rice University's Kinder Institute for Urban Research, and multimedia artist and Waterfire creator Barnaby Evans, who highlighted the ability of art to animate public spaces and foster human connectivity.

You can find speaker presentations [on our website](#). The conference was filmed and will be available for viewing on our website by mid-May, so check back soon!

Scenic Visionary Awards go to Gerald Hines and Carroll Shaddock

Scenic America was pleased to present two very special awards during our recent national conference in Houston.

Gerald Hines spoke to us about the importance of including green space, water features and other amenities into developments to help integrate the natural environment with the built one. For a lifetime of incorporating scenic beauty into his developments, Scenic America presented Mr. Hines with our International Scenic Visionary Award. [Click here](#) to read coverage in the *Houston Chronicle*.



Scenic Houston Founder Carroll Shaddock opened the conference



Newsletter archives:

You can now access past issues of Scenic Overlook newsletters [in one place!](#)

Scenic America's 2013 Year in Review:



describing how a coalition came together in the 1960s to reduce billboard blight in the city, resulting in a 1980 prohibition that has since reduced the number of billboards in Houston by 84% (most that are left are protected by federal law!). Today, Scenic Houston is a committed advocate for overall scenic enhancement in the city.



Mr. Shaddock was given the Scenic Visionary Award by his friend and colleague Don Glendenning, who said when it comes to the scenic environment he has never seen anyone more dedicated than Carroll Shaddock.

Study finds billboards least influential ad medium among young adults

The [results of a study](#) by Adroit Digital finds that billboards are tied with radio as the least influential ad medium among young adults age 18-33, the so-called Millennial generation.

The survey of 2,000 Millennials found that 21% reported billboards having some influence on how they value or perceive a brand, while only 3% said they were likely to learn about or consider a new product advertised on a billboard. [Click here](#) to download the full report.



The survey results confirm other recent studies showing the ineffectiveness of outdoor advertising. An [April 2012 survey](#) by ExactTarget showed billboards tied for last in effectiveness, and a [June 2012 study](#) by TVB found that billboards are not only unpopular with young adults but among older adults too, as [0.0% of those over age 65](#) said billboards most influenced their purchase decisions.

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