



## September 2014

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### Scenic News:

Billboard company [sues city of Madison](#) for three-quarters of a million dollars...

Two scenic [highway tracts protected](#) in South Carolina...

Felled [billboards removed](#) for coastal cleanup day...

A [scenic road trip](#) on the Wisconsin River Road...

Another California city [decides against digital](#) billboards...

New York State [designates new](#) scenic byway...

Cityscape reimaged: Bangkok [without billboards](#)...



## NPR report: Growing number of cities regard billboards as visual pollution

A [report on National Public Radio](#) concludes that roadside billboards are becoming increasingly unpopular among the public, even as the industry seeks to put up signs that are bigger, taller, and brighter than ever before.



Reporter John Burnett found that while the billboard industry is lobbying municipal leaders harder than ever, particularly to allow digital billboards, "a growing number of cities regard billboards as visual pollution."

Burnett highlights a [recent example](#) from Texas, where an industry-backed proposal to allow for taller billboards generated over 900 public comments, all opposing the idea, which was subsequently dropped.

The [nearly 200 comments](#) on the NPR story also reflect a public opinion vastly against the visual pollution of roadside billboards.

## U.N. report: advertising practices impede on cultural freedoms

A [report being presented](#) next month to the General Assembly of the United Nations says that commercial advertising is becoming so omnipresent that it threatens cultural identities, individual expression and other human freedoms all across the globe.

In particular the report is concerned that outdoor advertising "poses significant challenges to the right to participate in cultural life and to the protection of public spaces reflecting cultural diversity."



"Billboards obstruct people's engagement with their environment, including parks, built heritage or the landscape, and, by exhorting people to become mere consumers, adversely affect their sense of citizenship," the report states.

One of the report's recommendations is that states "identify spaces that should be completely or especially protected from commercial advertising...with the banning or drastic limitation of outdoor

[Click here to download the full report.](#)

### Newsletter archives:

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

### Hear what Paula Poundstone thinks about billboards:



## Scenic America lauds beautification efforts in Rhode Island

Awards [were given](#) to two Rhode Island-based organizations in recognition of their efforts to beautify area landscapes during a recent meeting of Scenic America's Board and Affiliates in Newport.

The first award recognized the Scenic Aquidneck Coalition for [securing more than \\$800,000 in federal funding](#) to put power and utility lines underground at Second Beach in Middletown.

The second award was given to the Daffodil Project for its [Daffodillion Campaign](#), an effort to plant one million daffodils across Newport. Nearly a quarter-million flowers have already been planted in the city.



[Read more on Scenic America's website.](#)

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