



Scenic Overlook



Mackinac Bridge, Michigan

November 2014

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Scenic News:

Anaheim [rejects digital billboards](#) for transit center...

Battle over billboard [holding up](#) construction of KC hotel...

Humboldt County, Calif. [bans digital billboards](#)...

Crowley, Texas [using highway beautification](#) to attract economic development...

New [scenic byway reviving](#) one Mississippi county...

Scenic affiliates debut new websites:

[Scenic Georgia](#)

[Scenic Nevada](#)

[Scenic Pittsburgh](#)



Scenic America launches ViewFinders

Scenic America is proud to announce the launch of [ViewFinders](#), the first and only educational program aimed at teaching youth how to critically examine the visual environment.

First developed by the Dunn Foundation, ViewFinders is designed to help us look at the view around us and ask questions like: do I like the way this looks? What do I like? How would I like it to look differently?



Scenic America worked with the Dunn Foundation to redevelop the ViewFinders curriculum for the digital age, resulting in a website that is fun, interactive and visually appealing. While aimed at youth in grades 5 – 8, the program can be enjoyed by people of all ages.

Among the features of ViewFinders is the chance to be mayor of "Youville" and decide how you want your town to look! By choosing from a series of different options you can watch the town change right before your eyes. Want to change the view? Just click "reset" and choose different options!

ViewFinders is online at www.view-finders.org.

Santa Clarita voters say "No" to digital billboards

Voters in the California city of Santa Clarita come out in force on November 4 to reject a measure that would have allowed digital billboards along the city's freeways.

After a clandestine deal by the Santa Clarita City Council in early 2014 sought to allow digital billboards along the 14 and 5 freeways, residents rallied to collect over 18,000 signatures in opposition to the deal. Rather than drop the deal, the City Council decided to put the issue on the ballot at a cost of nearly \$200,000 to taxpayers.



Despite being vastly outspent by billboard industry interests, opponents of "Measure S" organized enough grassroots support to

defeat the measure 56% to 44%. The vote means City Council can not consider a similar proposal for at least a year. After the vote one Councilmember was quoted as saying citizens' desires have been heard and it is unlikely digital billboards will be considered even after the one year moratorium ends.

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Selkirk Loop Scenic Byway study shows \$5 million local impact

A [recent survey](#) finds that [The International Selkirk Loop](#) scenic byway generated \$5 million for local economies during the last year.

The 280-mile scenic road encircles the Selkirk Mountains in northeast Washington, northern Idaho and southeast British Columbia. The byway was declared an [All-American Road](#) in 1999 by the Federal Highway Administration through the National Scenic Byway Program.



The survey showed that most byway travelers are well-educated, affluent and spent on average 3-5 days traveling the Loop. It also found byway travelers are comfortable using the web to make travel plans, as 94% booked their byway-area accommodations online.

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