



Scenic Overlook



January 2015

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Scenic News:

Editorial: City's [billboard ban](#) helps economic development..

Eustis, FL [undertakes beautification](#) and safety projects...

PA Route 6 Heritage Corridor [brings in](#) \$91 million a year...

Orem, Utah [moves to prohibit](#) digital billboards...

Madison, WI upholds city's [ban on new](#) billboards...

Do we take [the pleasures of the open road](#) for granted...

Indianapolis residents rise up [against digital billboards](#)...

Welcome Scenic Lafayette!

Scenic America is happy to welcome our newest affiliate [Scenic Lafayette](#), also our first affiliate in Louisiana!

[Scenic Lafayette](#)

Scenic America files appeal in lawsuit over digital billboards

Scenic America has filed an appeal in federal court in its lawsuit seeking to overturn a 2007 Federal Highway Administration (FHWA) ruling that allowed commercial digital billboards to proliferate along federal highways nationwide.

The lawsuit, filed on behalf of Scenic America and its members by Georgetown University Law Center's Institute for Public Representation, asserts that FHWA's ruling violates the lighting standards established under the customary use provisions of the Highway Beautification Act (HBA).



An amicus brief in support of Scenic America's position was submitted by the Sierra Club, the Garden Club of America, the American Planning Association and the International Dark-Sky Association.

[Click here](#) to view the appeal, amicus brief and learn more about the background of the lawsuit.

Experts say federal digital billboard safety study 'seriously flawed'

For more than a year the billboard industry has been touting [a study by the Federal Highway Administration](#) (FHWA) which concluded that digital billboards are no more distracting than static signs.

Now a [scathing critique](#) of that study has been issued by human factors experts at the Veridian Group, and the critique concludes that the FHWA study is seriously flawed.

First [publicized by](#) the Eno Center for Transportation, the nation's leading transportation think tank, the critique says FHWA's study fails at its principal task of determining whether digital billboards pose a risk





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Support the Colbergs:

If you haven't already, please [sign our petition](#) in support of Patricia and Andrew Colberg, being sued by a billboard company for opposing a digital billboard near their home.

Contact us:

Scenic America
1307 New Hampshire Avenue NW
Washington, DC 20036

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to traffic safety.

The critique focuses on several areas in which the FHWA study is faulty, including its methods, equipment, paucity of data, and unexplained disparities between the draft and final versions.

[Click here](#) to learn more and download the critique.

TED talk highlights importance of 'sense of place'

Former Scenic America President Ed McMahon, who holds the Charles E. Fraser Chair on Sustainable Development at the Urban Land Institute, gave [a recent TED talk](#) highlighting the importance of 'sense of place'.

Sense of place is what makes one city or town different from another, and also what makes our physical surroundings worth caring about.



In this talk, McMahon sets forth a compelling argument for the economic, psychological and social value of a unique sense of place.

He explains that, in a global marketplace, well-educated workers, world-class infrastructure and the ability to turn ideas into commercial realities are all critically important to economic success -- but the other critical and often forgotten element is "community distinctiveness."

phone: 202.463.1294
email: scenic@scenic.org
web: www.scenic.org