



February 2015

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Scenic News:

Protection zones [help preserve](#) canopy road trees...

Editorial: Long Island Expressway [is no beauty](#), but billboards would make it worse...

Los Angeles City Council candidates [express their views](#) on billboard control...

Digital billboards in downtown Philadelphia are [diminishing quality of life](#) for residents...

Local officials seek state [scenic byway status](#) for U.S. 60 in Virginia...

Preparations underway for [beautification day](#) in Athens, Ohio...

Editorial: Beautification of [Charleston, SC gateways](#) should be priority for next mayor...

Welcome Scenic Lafayette!

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

Study shows highway beautification brings big returns on investment

A new study by the University of Florida shows that spending on highway beautification activities stimulates additional economic activity through economic multiplier effects across a wide range of industries.

From 2008-2013, highway beautification activities in Florida generated 2,112 full-time and part-time jobs, \$245.2 million in revenue impacts, \$147.6 million in value-added contribution to GDP, \$110.0 million in labor income impacts, \$32.6 million in other property income impacts, and \$5 million in indirect business taxes impacts.




The study's authors conclude that "funding for highway beautification in Florida generates significant economic impacts in the state, and provides a positive return on public investment."

[Click here](#) to download the study as a PDF.

Massive show of community support saves scenic views in Reno

An amazing outpouring of community support led by [Scenic Nevada](#) has resulted in the [preservation of scenic views](#) in south Reno, Nevada.

The Sierra Summit Mall proposed putting up a 70-foot tall 950-square foot digital sign that would have flashed changing advertising specials for various tenants in the mall towards drivers traveling either direction on Interstate 580.

 Summit Sierra sign mockup

Scenic Nevada maintained that the sign would have been incompatible with the character of the area, which includes scenic mountain vistas to the west and the natural open spaces of sage in the distance.



Newsletter archives:

Read [past issues](#) of Scenic Overlook newsletters!

In case you missed it, hear what Paula Poundstone thinks about billboards:



More than 400 area residents [signed a petition](#) opposing the digital sign proposal and supporting the protection of the area's scenic views.

The uprising over the Summit Sierra sign proposal resulted in several Reno City Council members expressing their concerns about a proliferation of on-premise digital signs, and the council subsequently approved a six-month moratorium on such signs while it reviews the city's policies.

Scenic America 2014 annual report available

Scenic America is happy to announce the release of its 2014 Year in Review annual report.

The report highlights a year of scenic victories, including a [filmed conference](#) in Houston, a [National Public Radio report](#) on billboard industry abuses of our highways and the [release of the ViewFinders](#) online education program.

The Year in Review also cites ongoing efforts to protect America the Beautiful, such as Scenic America's [legal challenge](#) of the Federal Highway Administration's allowance of digital billboards on federal highways and [efforts to garner Congressional support](#) for the National Scenic Byways Program.

[Click here](#) to download the report as a PDF, or [send us a note](#) if you'd like to receive a hard copy.

Scenic America would like to express sincere thanks to all the individuals, foundations and community groups that provided support in 2014.



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