



May 2015

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Scenic News:

Culver City, CA [dumps plan](#) for billboards...

Sioux Falls citizens [speaking up](#) in billboard debate...

Businesses [along Kansas byway](#) excited for expansion...

Why 2015 could be the [Year of the Road Trip](#)...

"One Road, Many Stories" [aims to boost](#) visitors to Tahquamenon Scenic Byway..

Pittsburgh [has dim view](#) of sign on Mt. Washington...

Letter: Billboards [are polluting](#) Utah's scenic vistas...

New Orleans area town [to pull plug on](#) electronic signs...



Sign petition opposing new billboards in our Nation's Capital

The D.C. City Council is proposing to radically change Washington's sign control ordinances to allow for the spread of billboards and electronic advertising to areas throughout the city.

[Sign our petition](#) today to express your support for protecting the unique character of our Nation's Capital.

New billboards have been banned in DC since the 1930s and residents and visitors to the city have been subjected to relatively little outdoor advertising since that time. In the last few years cracks in the shield have started to show with [big, bright billboards](#) showing full motion video being allowed on the Verizon Center.

 DC billboard gif small

This proposal would drastically alter the DC cityscape by increasing the number, size and location of all sorts of outdoor advertising, including street-level digital signs, gigantic wall wraps, and even billboards mounted on rooftops!

After public outcry, advertising signs removed from Jacksonville Arena

Thanks to the effort of Scenic America members and the hard work of our affiliate [Scenic Jacksonville](#), advertising signs that were defacing the Jacksonville Veterans Memorial Arena have been removed.

In response to public pressure the Jacksonville Office of General Counsel studied the law concerning this matter, and they concluded that the Arena signs were [in fact illegal](#) and must come down.

Under a bill subsequently passed by the Jacksonville City Council, anything else that is proposed to be affixed to the exterior of the city-owned structure will have to adhere to certain design standards and be approved by the Downtown Development Review Board.



Newsletter archives:

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

Scenic Oceanside

Help keep digital billboards out of Oceanside, CA:

A new affiliate, Scenic Oceanside, has formed to protect the city's character and counter a proposal for digital billboards on city property.

[Click here](#) to learn more and contribute to Oceanside.

Expert says gateways, community character are key drivers of tourism

A [new article](#) in *Virginia Town & City Magazine* says that communities looking to attract responsible, sustainable tourism should focus on their character and authenticity, and that the appearance of the gateways leading into those communities is just as important.

Edward T. McMahon, senior resident fellow at the Urban Land Institute and former president of Scenic America, said: "First impressions matter. Some communities pay attention to their gateways. Other do not. The more a community does to enhance its uniqueness, the more people will want to visit."



McMahon says to attract and retain tourists, local officials need to become much more aware of the overall character of their community. "Many communities have gotten used to ugliness, accepting it as inevitable to progress," he said. "But the more a community does to enhance its uniqueness, the more people will want to visit."

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