

Scenic Overlook

July 2015

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Scenic News:

San Francisco [considers crackdown](#) on billboard companies trimming trees...

Buffalo area towns [pushing back](#) on digital signage...

Artist [creates images](#) that make digital billboards disappear...

President [designates three new](#) national monuments...

Buffalo area towns [push back against](#) electronic signs...

San Francisco [to crack down](#) on tree cutting near billboards..

Billboard company [spending wildly](#) on all Salt Lake mayor candidates but one...

Gwinnett County, Ga. [bans new digital](#) billboards...



Scenic America events to recognize fifty years of scenic conservation

Scenic America will acknowledge the fiftieth anniversary of the White House Conference on Natural Beauty during a conference in Washington, DC on October 21-22, 2015.

The conference will also see the release of a Scenic America white paper titled "Real Places, Scenic Spaces: A Vision for America the Beautiful," a guiding document for scenic conservation over the next fifty years.

Scenic 50

The gathering will be highlighted by two special events: a benefit gala dinner on Wednesday, Oct. 21 at the Society of the Cincinnati, which will honor President and Lady Bird Johnson and Laurance S. Rockefeller as pioneers of scenic conservation, and a scenic symposium at the National Press Club on Thursday, Oct. 22.

Scenic America members will receive first opportunities to purchase tickets for both of these events. Look for more information and purchase links via email in the coming weeks.

Twenty Texas cities awarded Scenic City Certification

Twenty cities across Texas have been awarded [Scenic City Certification](#) by [Scenic Texas](#). Seven cities earned first-time certification, while 13 cities are being re-certified.

The Scenic City Certification Program is the first in the U.S. to incorporate a comprehensive set of model standards for design and development of public roadways and public spaces into one program.



The program draws a direct correlation between the success of a city's economic development efforts and the visual appearance of its public spaces. The program recognizes municipalities that implement high-quality scenic standards.

Scenic America is a program partner of the Scenic City Certification Program, a statewide project of Scenic Texas.

[Click here](#) to learn more and find out which cities received the certification.

Knoxville's new sign ordinance a victory for scenic supporters

Newsletter archives:

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

Watch an unsightly billboard get bulldozed over in Rapid City:



The above billboard was purchased for demolition a Rapid City development company, Dream Design International. The company was supportive of Scenic Rapid City's billboard reduction initiatives in 2011. "Improving quality of life is a responsibility of each one of us," said Hani Shafai, President of Dream Design.

Citizens around the country who wish their communities better regulated on-premise signs can look to the city of Knoxville, Tenn. for inspiration. Knoxville [has passed](#) a new ordinance for regulating on-premise signs that will result in a much more scenic city in coming years.

The new rules are the result of four years of work and negotiations between city, community and business leaders, the sign industry and local scenic supporters led by [Scenic Knoxville](#).



The city's longstanding sign ordinance had allowed for on-premise signs as tall as 50 feet in most areas of the city, and as a result Knoxville's commercial corridors are teeming with unsightly sign clutter.

The new ordinance includes provisions for smaller sign sizes, protection for scenic roads, a process to more quickly remove "legal nonconforming" signs and other rules which will improve the appearance of Knoxville over time.

Scenic Knoxville and its supporters are to be congratulated for this long-fought and hard-won victory which will build on earlier successes to ultimately lead to a more beautiful city. Previous victories by the group and its supporters include a ban on digital billboards in the city and in Knoxville county, and a prohibition on new on-premise electronic signs in the city.

Contact us:

Scenic America
1307 New Hampshire Avenue NW
Washington, DC 20036

[unsubscribe from this list](#)

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