



# Scenic Overlook



January 2016

January 2016

[Read this newsletter online](#)

 [Friend on Facebook](#)

 [Follow on Twitter](#)

 [Forward to a Friend](#)

## Scenic News:

Letter: Don't [put up digital signs](#) in Prineville...

Houston's [big green](#) transformation...

Colorful lights [turn skyscrapers](#) into tacky billboards...

Missouri town [drops billboard ads](#), will invest in economic development position...

Trees [unlawfully hacked](#) in Los Angeles to clear views of Outfront Media's billboards...

Massive [Super Bowl ads](#) in San Francisco illegal, city attorney says...

Huge new billboard [angers many residents](#) in Tampa...

Five ways cities [are becoming](#) more walkable...

## New report examines Supreme Court ruling's impact on billboard law

Since the U.S. Supreme Court ruled in the case of [Reed v. Gilbert](#), Scenic America has received numerous inquiries from citizens, community organizations and public officials concerned about the ruling's potential impacts on billboard regulation.

In response, Scenic America's volunteer legal committee has produced [this report](#) on *Reed's* implications for billboard regulation.

The good news for supporters of scenic beauty is that the ruling upholds longstanding court-recognized distinctions between on-premises and off-premises sign regulation. The Courts have long ruled that local governments may limit and even prohibit off-site (billboard) advertising based on the substantial governmental interests of aesthetics and traffic safety.



## Members of Congress request briefing on scenic environment

Members of Scenic America's staff and Board of Directors recently briefed several Members of Congress and dozens of Congressional staffers on issues affecting the scenic character of the country.

The session, hosted by Rep. David Cicilline (D-RI) and Rep. Ted Poe (R-TX), exemplified the bipartisan Congressional interest in preserving and enhancing America the Beautiful.



Scenic America briefed the Members and staffers on issues including the importance of undergrounding utility wires for aesthetic, safety and resiliency purposes; the need to protect and promote trees along our roadways; and the value of the [National Scenic Byways Program](#) to local byways across the country.

[Click here](#) for more on the briefing.

**DONATE!**



## Scenic Houston announces major project to beautify gateway corridor

## Newsletter archives:

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

## Sign the petition! Trees cut down for billboards in Los Angeles:



The above trees [were unlawfully cut](#) by a contractor for Outfront Media in Los Angeles. The trees were hacked up so badly that they will need to be replaced. [Click here to sign the petition](#) demanding that Outfront Media be prosecuted to the fullest extent of the law!

Scenic Houston, an affiliate of Scenic America, recently announced that they are [spearheading a project](#) to beautify a major thoroughfare leading out from one of the city's airports.

The group has budgeted \$7.5 million for enhancements to a two-mile stretch of Broadway Street connecting Hobby Airport and Interstate 45. More than half the money has already been raised through public and private funding and from a wide array of sources.

The project will add 410 live oaks and other trees to the corridor, providing both aesthetic and environmental benefits. Other improvements include upgraded LED street lights, enhanced crosswalks and cohesive landscaping and groundcover.



"This is one of the most monumental beautification efforts a Scenic organization has ever undertaken," said Mary Tracy, president of Scenic America. "We are excited to help spread the word about this project and could not be prouder to call Scenic Houston an affiliate."

The project is expected to begin in the coming months and be completed before the city hosts the Super Bowl in 2017. For updates be sure to [follow Scenic Houston](#) on Facebook.

## Philadelphia cedes control of outdoor advertising to state regulators

Concern over a proliferation of billboards in Philadelphia means that control of advertising along the city's major roadways now belongs to state regulators.

In December the Federal Highway Administration [approved PennDOT's transition plan](#) to take over billboard regulation along Philadelphia's state and federal roads.

PennDOT [revoked](#) the city's Outdoor Advertising Certification in April, after the City Council adopted a bill allowing towering 3-D advertising structures in the city's downtown.

The state immediately issued a moratorium on billboards in Philadelphia and began creating an inventory of existing signs. All signs on that inventory must be properly permitted with PennDOT. If a sign is found to be unlawful, removal action will be taken within 30 days.



### Contact us:

Scenic America  
1307 New Hampshire Avenue NW  
Washington, DC 20036

phone: 202.463.1294  
email: [scenic@scenic.org](mailto:scenic@scenic.org)  
web: [www.scenic.org](http://www.scenic.org)

[unsubscribe from this list](#)