



Scenic OVERLOOK

February 2016

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Scenic News:

Ronald Lee Fleming op-ed: "[Time is right](#) to beautify Newport"...

Mary Tracy op-ed: "Don't spoil [Utah's scenic byways](#) with billboards"...

New 4-mile transmission lines [will go underground](#) in Hartford, CT...

Barcelona [targeting billboards](#) to reduce visual pollution...

Four charts show how [public land is good](#) for rural economies...

Bangladesh city [removing billboards](#) to increase beauty...

Reno [extends moratorium](#) on digital billboards...

Video [highlights work](#) of Scenic Houston to improve city's visual character...

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Research suggests driver safety concerns near digital billboards

A review of recent research on driver distraction near digital billboards finds growing evidence that the bright, constantly changing signs negatively impact traffic safety.

The [compendium highlights new studies](#) showing that digital billboards are attracting longer and more frequent glances from drivers than do static signs, and that driver attention is particularly captured by changes between advertisements, which typically occur every six or eight seconds on a digital billboard.

The compendium's author said that while digital billboards may be succeeding in capturing driver attention, as they are designed to do, for that reason "they represent a growing threat to traffic safety, particularly along our busiest streets and highways."

[Click here](#) for more information and to download the compendium.



Courts uphold billboard bans in Los Angeles and Knoxville, Tenn.

A three-judge panel in the California Court of Appeals [appears ready to uphold](#) the city's ban on new billboards in the face of a challenge by Lamar Advertising, which seeks to put up digital billboards across the city.

City attorney Michael Bostrom said the right of cities to enact billboard bans was established years ago by the U.S. Supreme Court and upheld recently in a number of cases before both federal and state appeals courts.

Meanwhile a major victory for citizens and the city of Knoxville was secured with [a recent ruling](#) by the Tennessee Court of Appeals upholding the city's ban on digital billboards.

The case began nearly ten years ago with a challenge to the city's ban on digital billboards by Lamar, which began to convert two static signs to digital before a stop-work order was issued by the city.



Lamar filed suit in Knox County Chancery Court, saying that the digital billboards did not violate the city's zoning ordinances. The chancery court ruled in favor of the city.

scales of justice image

The appeals court upheld the lower court's ruling, saying "the City has enacted permissible limitations on digital displays for the purpose of maintaining aesthetics and promoting safety." Court costs were assigned to Lamar.

Newsletter archives:

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

In case you missed it:
Henry Diamond reflects on the 1965 White House Conference on Natural Beauty



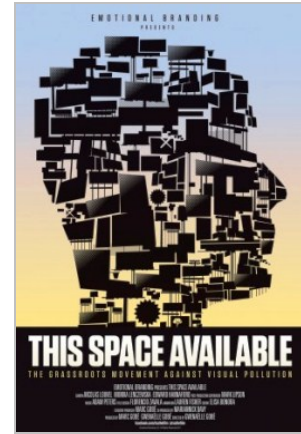
(click image to watch)

This Space Available film now streaming on Vimeo

The award-winning documentary This Space Available is now [available for rental](#) and purchase on the popular streaming service Vimeo.

The groundbreaking film explores the history and modern proliferation of advertising in the public space and highlights the growing movement to fight back against visual pollution.

Several members of Scenic America are featured in the film. To learn more about how the film came to be made [click here to watch](#) an interview with the film's director and producer conducted at the time of its initial release.



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