




Scenic OVERLOOK

June 2016

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Scenic News:

Texas highways [await beautification](#) projects...

Digital [billboards glow](#) while residents scowl...

Boston Globe report: The billboards [are watching us](#)...

Houston [continues taking down](#) billboards and other sign clutter...

Salt Lake City [looking to beautify](#) key gateway roads...

Land and Sky Scenic Byway [designated](#) in Kansas...

Scenic Pittsburgh: Lamar [should give up](#) hilltop sign...

Pomona [voters reject](#) digital billboards...

Letter: Utah views [obscured by](#) politics and billboards...

Minnesota River Scenic Byway is [historic and outdoor](#) prize...

Houston Chronicle: Public [support strong](#) for sign restrictions...

Eno Center for Transportation newsletter: Studies [raise concerns](#) about digital billboard safety...

First Scenic50 videos available

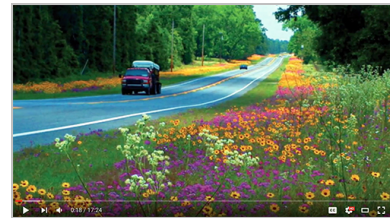
Scenic America is proud to make several videos from its October 2015 conference available to the public for viewing.

The clips feature speakers presenting the topics of Scenic America's white paper [Taking the Long View: A Proposal for Realizing America the Beautiful](#), which was debuted in draft form at the conference.

The first clips available are on the topics of [Promoting Beautiful Highways](#), [Preserving Community Character](#) and [Honoring Parks and Open Spaces](#).

Additional videos will be highlighted in next month's Scenic Overlook newsletter.

All conference videos will be made available on Scenic America's website and a link to that page will be provided in July's newsletter.



The speakers were filmed during a Scenic Symposium at the National Press Club. The symposium was part of a [3-day conference](#) honoring the 50th anniversaries of the Highway Beautification Act and the White House Conference on Natural Beauty.

Oceanside rejects digital billboards

Another community has rejected digital billboards after an outpouring of citizen opposition.

City leaders in Oceanside, California have [revoked an ordinance](#) that would have allowed up to four digital billboards on city-owned property. If allowed the digital signs would have been the first in Oceanside.

Citizen groups including [Scenic Oceanside](#) and [Scenic San Diego](#) have been working for several years to prevent the city from allowing the digital billboard proposal to be implemented.

A petition signed by more than 1200 citizens opposed to digital billboards was presented to Oceanside City Council in April.

Councilman Jack Feller independently commissioned a phone survey asking residents how they felt about the proposed digital billboards. The poll showed most people did not want them and so

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he voted to revoke the ordinance.

Unsurprisingly, two billboard companies have already threatened to sue the city for its decision to uphold the wishes of its residents.

Courts uphold billboard bans in Michigan and Los Angeles

Two recent court decisions have upheld the rights of cities to prohibit new billboard construction.

The Michigan Court of Appeals [recently rejected a challenge](#) by a billboard company to the city of Livonia's prohibition on new billboards.

"It is clear that...the billboard restrictions in defendant's zoning ordinance were promoting aesthetic features, including the prevention of visual blight, and reducing traffic hazards for motorists. Each of these factors constitutes a legitimate governmental interest in regulating billboards," the court wrote.

Livonia is a prime example of why Scenic America advocates [bans on new billboards](#) as a critical first step for communities concerned about their visual character. Livonia enacted its ban on new billboards in 1952, the last sign came down in 1986 and the city has been billboard-free ever since.

Meanwhile the city of Los Angeles [appears to have withstood](#) the last challenge to its 2002 ban on new billboards. The California Supreme Court declined to review a recent [appellate court ruling](#) upholding the city's ban. The legal challenge was brought by industry giant Lamar in 2013 after it was refused permits to erect 45 digital billboards in the city.

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