


January 2017

Scenic OVERLOOK



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Scenic News:

Gateway beautification [project begins](#) in Burnet County, Texas...

Editorial: Salisbury, NC a [scenic and inspiring](#) setting for conference...

Highway [beautification in](#) Marble Falls honors Lady Bird's legacy...

Park Service directive could [mean more advertising](#) in our National Parks...

Court [rules against](#) outdoor ads in downtown Boston...

Michigan billboard bill [jeopardizes \\$100 million](#) in transportation funding...

Park Ridge City Council [oks work for](#) Northwest Highway beautification...

State money to [help fight blight](#) in Reading, PA...

Kings basketball team [rushing to install](#) digital billboards around Sacramento...

Proliferation of digital billboards could mar character of nation's capital

The iconic streetscapes and unique visual character of Washington, DC are known all over the world and are a source of pride for all Americans. Over the years the city's visual character has benefited from a longstanding ban on billboards and the efforts of residents like Lady Bird Johnson and others who worked hard to beautify the District.

But in recent years Washington has started to suffer from the kind of sign blight that homogenizes and diminishes the visual character of so many American cities.



The leading local advocate for protecting the city's visual character is the [Committee of 100 on the Federal City](#) and its vice-chair Meg Maguire, former president of Scenic America. [Click here](#) to read the Committee's report to city council on the threats from billboard blight currently facing Washington.

Scenic America is working with the Committee of 100 and other likeminded groups to protect the character of our nation's capital and we will give our members an opportunity to make their voices heard when the time is right -- stay tuned!

[Click here](#) to read more about this issue.

National Summit for Gateway Communities announced

The 100th anniversary of the National Park Service put a spotlight on the iconic parks that Americans love and cherish. It also directed attention to the need to invest in America's gateway communities, which welcome and serve the needs of visitors and residents drawn to the magic of our public lands.

Gateway communities steward the heritage and resources of public lands while providing lodging, food, and services to residents and visitors from around the world. However, many gateway communities are facing challenges: some loved so deeply that they are being overwhelmed, with degraded resources and natural beauty, while others suffer



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from a lack of investment and attention.

To help address these issues Scenic America is partnering with the [Conservation Fund](#) to produce a National Summit for Gateway Communities this December at the National Conservation Training Center in Shepherdstown, West Virginia.

[Click here](#) to learn more about the goals and objectives of the summit and [click here](#) to learn about sponsorship opportunities.

Scenic America has started a Facebook group to help connect representatives of gateway communities. [Click here](#) to join the conversation, and stay tuned for more information about the December summit coming soon.

MIT project explores tree canopies in cities around the world

The Senseable City Lab at the Massachusetts Institute of Technology has launched [Treepedia](#), a new website that catalogues the density of tree canopies in two dozen global cities.

Treepedia uses information from Google Street View to create what it calls the Green View Index -- a rating that quantifies how green a streetscape looks according to the number of trees it contains. The website also allows users to click on a series of dots that reveal street view images of that location.



It is well established that trees and greenery are essential to making cities healthy, livable and prosperous places where people want to live, work and visit.

Scenic America has long advocated for [tree preservation](#) and in our [Taking the Long View](#) white paper we promote expanding parks and open spaces in and around American cities.

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