



Scenic America debuts new website

Scenic America is excited to announce that we have redesigned [our website](#). We believe the new, fresh layout is visually appealing and will make it easier than ever for our supporters and others to find the scenic conservation information they're looking for.

In addition to the new layout, we have added several new features that we hope you will find interesting and useful. Our [new section on scenic byways](#) includes information and maps of scenic byways in every state.

Our [new national billboard map](#)

will help answer some of the most common questions we receive about the numbers of billboards and rules and regulations in each state.

As we grow our Chapter and Affiliate list you can find current state and local scenic organizations on [our new map here](#). We will be adding more Chapter and Affiliate resources to this section in the coming months.

We hope you enjoy our new website, and if you have any questions or comments we'd love to hear them. Please [contact us here](#)!



Take action now in support of scenic byways

On September 22, 2019 the president signed the Reviving America's Scenic Byways Act into law. This was a momentous occasion for supporters of scenic roads everywhere and the result of two years of hard work by Scenic America, our champions in Congress and our supporters and allies. The Federal Highway Administration (FHWA) has just announced that the application process for the next round of National Scenic Byway nominations will be available on [FHWA's website](#) on February 13!

But our work isn't done.

While the program has been reactivated, we need Congress to reinstate dedicated funding for the program. The funding supports a competitive annual grant cycle where state and national byways around the country can apply for funds to support projects that improve the byway user experience. Examples of common projects include rest area improvements, creation of interpretive signage and visitor safety enhancements.



[Click here to contact your members of Congress in support of scenic byways!](#)

Scenic symposium shows beauty is good for business

More than 100 people from around the country gathered in Miramar Beach, Florida recently for a scenic symposium co-hosted by Scenic America and local affiliate [Scenic Walton](#).

The event at the Hyatt Place Sandestin attracted developers, landscape architects, planners and community leaders who heard from experts on topics including scenic byways, placemaking, the undergrounding of utility wires and more. A highlight of the event was the affirmation by utility industry professionals that the undergrounding of



wires can be done economically, and when long term costs of power outages are taken into account, undergrounding is more economical in the long run.

Video and presentations from the symposium will be made available on our website soon. Stay tuned to this newsletter, our website and social media for updates.

Local opposition blocks digital billboard in S.C.

Residents in Charleston County, South Carolina, recently organized to [squash a proposed](#) digital billboard that would have diminished quality of life in their neighborhood.

Adams Outdoor Advertising has [sought to install](#) several digital billboards in the town of West Ashley, bordering historic Charleston. The city of Charleston prohibits digital billboards. After disagreements over sign size and location and hearing from hundreds of local residents opposed to the digital billboard, Charleston County council voted down the proposed sign along Bees Ferry Road.



Scenic America applauds the residents who stood up and let their elected officials know that they care about how their community looks. This is another example of how public awareness and citizen engagement can make a difference when it comes to the visual environment!

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