



# What does it mean when we say we're "Pro-Beauty"?

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## We're Pro-Health.

Studies show beautiful places and greenspaces positively impact the mental and physical health of those living near them and reduce crime and violence



## We're Pro-Environmental Health.

A beautiful community is an environmentally sustainable one that promotes resilience and biodiversity, and fosters the region's natural infrastructure



## We're Pro-Economic Opportunity.

Communities that leverage their scenic resources are better able to thrive economically, attracting and retaining businesses and driving commerce



## We're Pro-Historic Preservation.

Communities are more scenic if they preserve and honor their history. The buildings and features that make them unique deserve to be preserved for future generations.



## We're Pro-Equity of Access.

The benefits of a community's scenic resources should be accessible to all residents of that community.

Everyone deserves to live, work and  
play in a beautiful place.

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