



Scenic America

A Vision for Defending America's Communities and Landscapes

Scenic America is the only national nonprofit organization dedicated solely to preserving and enhancing the visual character of America's communities and countryside. We accomplish this mission through national advocacy efforts and technical assistance services, local and national projects, and the support of our state affiliates.

We need your help to:

Fight Billboard Blight



There is a battle raging across America for the control of the nation's roadways and landscapes. Highways, streets, downtowns, and neighborhoods are being inundated with billboards and other forms of commercial advertising. Enormous and dangerous electronic billboards are quickly replacing older signs. Huge swaths of public trees are being cut down at taxpayers' expense to provide clearer views of private billboards. Corporate interests seek congressional favors while industry lawyers use intimidating legal tactics to challenge the right of local jurisdictions to prohibit billboards. The fight against blight is more intense than ever, and **Scenic America remains the only national organization committed to waging it.**

Reduce Visual Intrusions and Protect Open Space



In communities in every corner of the country, the character of our neighborhoods and landscapes is being eroded by poorly sited cell towers, overhead power lines, high-voltage transmission towers, and ugly strip development rampant with visual clutter. Precious open space is being gobbled up as growth moves deeper and deeper into previously rural countryside. In addition, the growing demand for renewable wind power raises challenges in developing appropriate mitigation of visual impacts while accommodating the benefits of clean energy. After decades of championing the use of scenic easements, community visualization, and other land use tools, **Scenic America remains the only national organization actively working to reduce the impact of intrusive structures on our land and neighborhoods.**

Preserve the Visual Qualities of Public Lands



We strive to promote awareness of the responsibilities that federal, state, and local land management agencies have for managing scenic resources as a public resource valued by recreation visitors, gateway communities, and the American public in general. Roughly 635 million acres, or 28 percent, of the land in the United States is owned and managed by the federal government on behalf of the public's interest, including some of the most precious natural and scenic wonders in the world. Although other organizations work to protect the natural resources found on these public lands, **Scenic America is the only national organization actively focused on the promotion and protection of scenic resources within public lands.**

Encourage Scenic and Context-Sensitive Highways



Scenic America has long been a leader in innovation in transportation policy, serving as a founding partner of the coalition that helped create the National Scenic Byway Program and as a key instigator of the movement toward context-sensitive transportation solutions (CSS) for America's highways, bridges, and rural roads. Because of Scenic America's unique focus on visual issues—the view from the road—and our emphasis on the protection of scenic values, we continue to serve as a principal resource to the byway system on scenic conservation issues and act as a key stakeholder within the CSS movement and on federal and state transportation policy.

Build a National Scenic Conservation Movement



Throughout the nation, in cities, towns, and rural areas, threats abound to the beauty of the landscape and the fundamental character of communities. These threats take many forms, from poorly planned growth, to suburban sprawl and the loss of precious open space, to visually intrusive structures like billboards and overhead power lines. Yet, these threats are not going unchallenged. Many national, statewide, and local organizations, and countless individual citizens, work tirelessly to restore the promise of America the beautiful and protect our irreplaceable scenic resources. **Scenic America is the only national organization exclusively devoted to protecting the visual heritage of the nation** and is best positioned to unite these disparate and diverse constituencies in a powerful national movement for scenic conservation.

Please help us keep America beautiful.

Visit us at:

www.scenic.org