

# Scenic Texas



"The environment is where we all meet, where we have a mutual interest; it is the one thing all of us share. It is not only a mirror of ourselves, but a focusing lens on what we can become." Lady Bird Johnson

## who we are

Scenic Texas emerged from the visionary leadership of Texas' own Lady Bird Johnson, who began the scenic movement during her husband's presidency. The First Lady's vision was to make America the Beautiful a reality. She understood that beauty was more than aesthetics.

## our mission

Scenic Texas is a nonprofit organization dedicated to the preservation and enhancement of our state's visual environment, particularly as seen by the traveling public.

## our standout

We are the only state nonprofit that helps citizens safeguard the scenic qualities of Texas roadways, countryside, and communities.

**85 CITIES**

CERTIFIED IN OUR SCENIC CITY PROGRAM

**18**

SCENIC CITY PROGRAM PARTNERS

**2,166**

SCENIC TEXAS MEMBERS

**5**

SCENIC CHAPTERS ACROSS THE STATE AND 2 AFFILIATE CHAPTERS

# Build A More Scenic Texas, Build Our Economy

The travel and tourism industry in 2018 had an economic impact of \$164 billion in Texas and supported more than 1.2 million jobs, according to the governor's office. In addition to in-state travelers, Texas saw an estimated 72.5 million out-of-state visitors in 2018. This number is only going to grow, along with the economic impact. Creating a more scenic Texas will result in more visitors, future jobs, and continued investments in our state. Beauty is good for business.

## our legislative priorities



### SCENIC HIGHWAY DESIGNATIONS

Our goal is to continue designating portions of Texas highways as Scenic Highways, ensuring billboards continue to be prohibited along these routes.



### UPHOLD BILLBOARD STANDARDS

A hallmark Scenic Texas issue, we are constantly working to ensure standards for height, size, location, spacing, and lighting of outdoor advertising.



### LOCAL CONTROL OF CITY ORDINANCES

We support all efforts to protect the authority of local governments, especially when it comes to decisions that affect their visual environments—including ordinances related to lighting, billboards, trees, and open spaces.



### GREEN RIBBON PROGRAM STEWARDS

For the past two decades we have advocated for continued funding of this TxDOT program that has resulted in millions of trees and native landscapes planted along our state's rights of way—enhancing our visual environment and mitigating the effects of air pollution.



### PROTECT DARK SKIES

We support passing legislation to reduce or eliminate excessive light pollution, the most easily reversible type of pollution.

## our scenic city certification program



A Certified *Scenic City*

Our Scenic City Certification Program supports and recognizes Texas municipalities that implement high-quality scenic standards for public roadways and public spaces. The Scenic City Certification Program provides a proven, highly-regarded tool to Texas cities for assessment, evaluation, and recognition of infrastructure standards. We are currently developing Scenic County and Scenic Schools programs that will improve the visual standards for our public roadways, spaces, and schools.

## contact

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