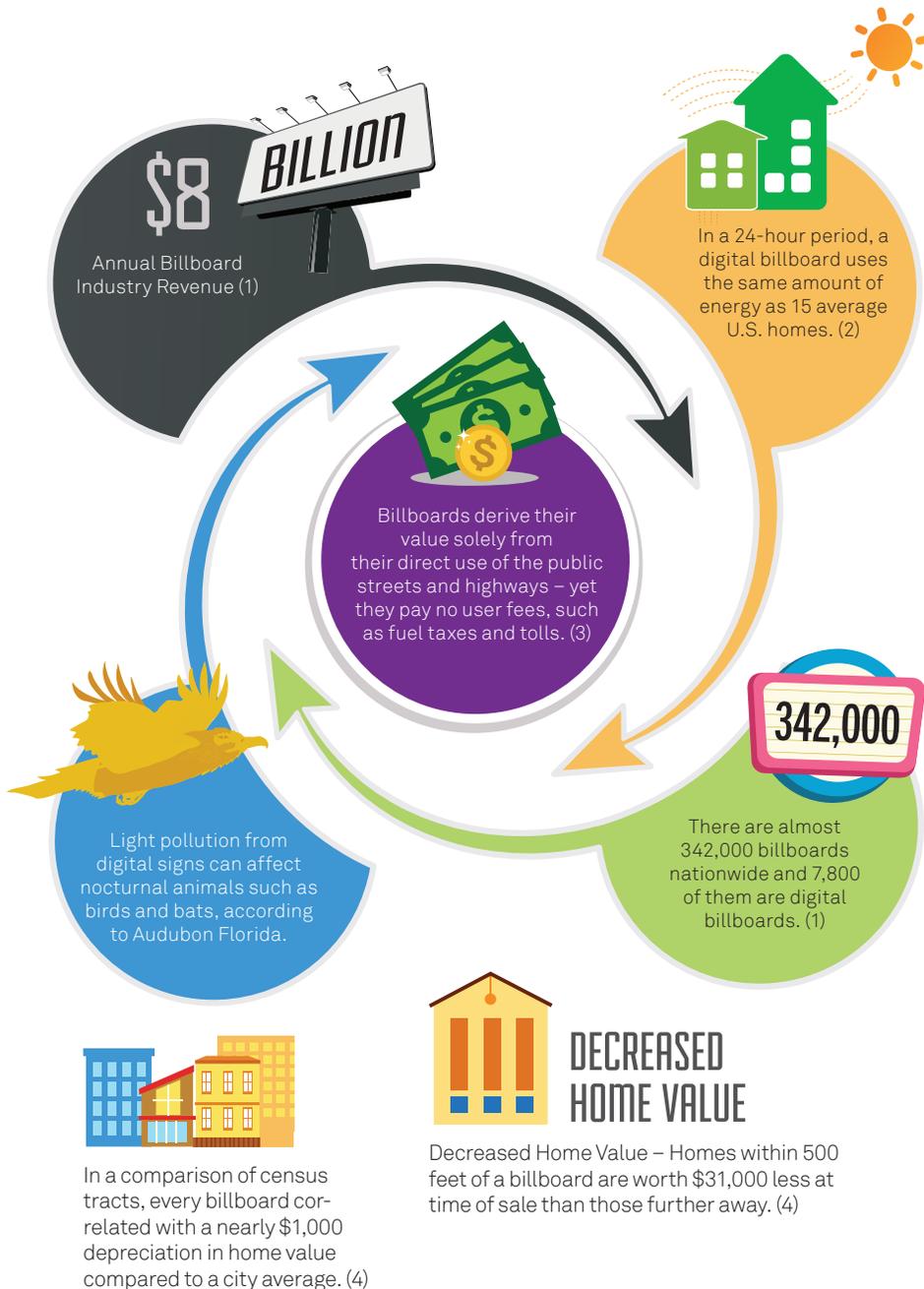


# Billboard Facts



Billboards are prohibited on federal and state Scenic Byways – with good reason. Billboards block scenic views, spoiling the scenery and ruining the vistas from scenic corridors.



## Take Your Community Back – Ban New Billboards

Today all new billboards, including digital displays are prohibited in most of Washoe County, Nevada, thanks to relatively new regulations approved at the state and local levels.

**But it wasn't always that way.** Over the years permissive sign regulations allowed new billboards, at the urging of billboard industry representatives, who worked behind the scenes in the shadows of city halls and the state house to press for regulations favorable to billboard owners.

Local and state officials are being convinced by the industry that billboards boost economies and promote local business, sometimes turning a blind eye to the devastating impacts too many billboards have on a community. Billboards tarnish our city landscapes and obstruct scenic views. Digital billboards distract drivers, consume too much energy and pollute the dark skies.

**Industry strategy only works when we let it.** It got so bad in Reno that Scenic Nevada was formed by residents to fight billboard blight and got the issue put on the ballot in 2000. The people agreed with us and voted for a ban. Despite the people's vote, new billboards were allowed until finally in 2017, after considerable work by Scenic Nevada that included legal battles, officials agreed to enforce the ban.

Scenic Nevada also intervened in the City of Sparks, Washoe County and the Nevada Department of Transportation, winning more restrictions to preserve scenic beauty.

**Ban New Billboards in your Community.** It doesn't always take legal battles and ballot votes to make change. People around the country are finding out that they can make a difference by gathering community support to ban new billboards. Start by contacting Scenic Nevada. We're here to help.

### Resources

1. Outdoor Advertising Association of America (2019)
2. "Illuminating the Issues: Digital Signage and Philadelphia's Green Future," Gregory Young (2010)
3. <http://scenic.org/storage/PDFs/scenic%20america%20billboard%20fact%20sheet.pdf>
4. "Beyond Aesthetics: How Billboards Affect Economic Prosperity," Jonathan Snyder (2011)