



**SCENIC
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SCENIC AMERICA NEWSLETTER

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Top photos shine a spotlight on America's beauty

Scenic America's 2025 "America the Beautiful" photo contest drew more than 600 entries — and nearly 1,900 public votes. From sweeping landscapes to intimate community scenes, photographers from coast to coast captured the spirit of American beauty and shared it with the nation.



Some of the contest judges' top picks are shown here. Use the QR code to see all the contest results. [S](#)



Photographers: Top right, David Alfano; above left, David Bishop; above center, David Demarest; above right, Adam Bowen.

Podcast host interviews Scenic America expert on undergrounding, byways, and billboards

Tune in to a new episode from the "Stream by AASHTO" podcast featuring Tziporah Feldman, policy and research director for Scenic America. She discusses key efforts to promote scenic conservation — from undergrounding utility lines and protecting parks to controlling billboard blight and defending America's scenic byways. [S](#)



Victory in Inglewood: digital billboard plan withdrawn

As a result of strong community mobilization and advocacy by Scenic America and local partners, a proposed plan to replace an existing sign with **two massive digital billboards** along the 405/105 freeways has been withdrawn. The effort would have introduced dangerous light pollution, driver distractions, and visual blight — but public pressure prevailed.

The proposal, advanced by the Hollywood Park Casino in partnership with the City of Inglewood, sought to replace an existing sign with two larger and brighter digital billboards. City officials attempted to fast-track the project by claiming it qualified for an exemption from the California Environmental Quality Act (CEQA) — a move that drew swift opposition from Scenic America and its Scenic Los Angeles chapter.

In the days leading up to the City Council's hearing on this proposal, Scenic America issued a targeted action alert on



The photo above shows the casino's existing billboard — already an eyesore. But the proposal would have replaced it with two larger and brighter signs.



behalf of Scenic Los Angeles, encouraging residents to contact city leaders. Nearly 100 local supporters sent personalized messages to the mayor and council members. Meanwhile, Scenic Los Angeles gathered nearly 3,000 petition signatures opposing the project. [S](#)

Raleigh community thwarts outdoor-advertising industry plan by saying NO to digital billboards

In a promising show of civic protection, the City Council of Raleigh, North Carolina, rejected a billboard-industry proposal that would have legalized citywide digital LED signs. The measure would have weakened longstanding rules and allowed many static billboards to convert to bright, flashing digital screens — threatening the city's visual integrity, increasing light pollution, and raising safety concerns. Scenic America mobilized supporters to urge a “no” vote — and the Council listened. Insiders, however, have reported that a billboard company immediately requested a meeting with city officials to explore alternative proposals for the introduction of digital LED billboards to Raleigh. [S](#)



The City Council's decision keeps digital billboards at bay for now, but community members remain vigilant, watching for the outdoor advertising industry's next attempt.

New scenic byways protect iconic roads in Pennsylvania and California

Two iconic American roadways — one in the lush forests of the Northeast, the other in California's high desert — have earned official scenic byway designations, marking important victories for scenic conservation.

In Pennsylvania, a 211-mile stretch of **Route 6** through the Pennsylvania Wilds has been designated a scenic byway. Winding through four counties, the corridor showcases rolling hills, dense forests, historic small towns, and the dramatic landscapes of Pine Creek Gorge, also known as “the Pennsylvania Grand Canyon.” The state byway designation helps to protect the route's scenic character, boosts tourism, and supports local communities that depend on the region's natural beauty.



Pennsylvania Route 6 is the state's most recently designated scenic byway. Use the QR code to read more.

Meanwhile, in Southern California, **State Route 247** has also been officially recognized as a scenic byway. The designation safeguards the highway's distinctive high-desert landscapes — including sweeping views, rugged terrain, and dark night skies — from visual blight and incompatible development. It also affirms the importance of preserving scenic roadways even in fast-growing regions.



The designation of California State Route 247 as a scenic byway will help to protect the corridor's high-desert vistas. Use the QR code to read more.

**Please support the important work of Scenic America.
Use the QR code at right to donate today!**

