



## 2013 ACCOMPLISHMENTS

### ADVOCACY AND PUBLIC POLICY

- 10% Excise Tax on Outdoor Advertising Transactions became law in early 2013 following passage by the Pittsburgh City Council. The legislation was drafted and advocated for by Scenic Pittsburgh and the tax is estimated to generate \$2M annually for the City.
- Borough of Millvale passed scenic conservation legislation, based on recommendations by Scenic Pittsburgh, which includes bans on all new billboards.
- Conducted legislative reviews and provided model legislation for Aspinwall, Avalon, Ben Avon, Baldwin, Brentwood, Forest Hills, Whitehall, and Wilkinsburg.
- Presented PA Senator Edwin Erickson (R-26) with model legislation allowing local municipalities the right to regulate outdoor advertising with municipal boundaries. Senator Erickson will be presenting this legislation at upcoming legislative sessions.
- Successfully advocated for Allegheny County Council to suspend an action allowing new billboards on 20 county owned properties and secured pledges from the first nonprofits—Westmoreland Museum of Art and Phipps Conservatory and Botanical Garden—to put a moratorium on billboard advertising.

### PROGRAM DEVELOPMENT (NEW PROGRAMS)

- Two community and economic development programs were created by Scenic Pittsburgh to promote scenic conservation and planning on a grassroots level.
- The Scenic Neighborhood Program works with municipalities and community organizations to assist in the identification and use of their scenic resources. Scenic Pittsburgh creates municipality-specific programs to facilitate community discussion and collaboration, provide legislative reviews and model legislation, and promote legislation passage and enforcement. The program was launched with support from the Laurel Foundation.
- The Scenic Asset Inventory is a survey tool designed by Scenic Pittsburgh to evaluate the scenic assets and deficiencies within a specific geographic area relative to viewsheds, historic and culturally significant structures, throughways, attractive/vulnerable properties, and signage and utility wires. A community's Scenic Asset Inventory is accompanied by actionable recommendations for blight remediation. The first Scenic Asset Inventory was conducted for Economic Development South along the Brownsville Road corridor in early summer 2013, with a report to the community in July. The Scenic Asset Inventory program was presented at a September Scenic America Board Meeting in Newport, Rhode Island in recognition of outstanding new programming by an affiliate organization.

