



# SCENIC TEXAS

DS-23-059

June 6, 2023

# Background

2

- May 2, 2023 - Motion of direction to discuss participation in the Scenic City Certification Program from Scenic Texas.
- Scenic Texas supports and recognizes cities that implement high-quality scenic standards for public spaces.
- Provides a proven tool for assessment, evaluation, and recognition of infrastructure standards.

# Benefits

3

- ❑ Provide impartial third-party evaluation of existing standards
- ❑ Form a basis for continual review and analysis of development plans
- ❑ Serve as a platform to educate citizens on the impact of local regulations
- ❑ Support economic development efforts
- ❑ Provide additional support for our Comprehensive Plan

# Evaluation Criteria

4

Scenic Texas primarily looks at a municipality's ordinances across ten (10) visual tenants:

- ❑ Streetscape enhancement;
- ❑ Parks, trails, and open space;
- ❑ Lighting standards;
- ❑ Design integrity;
- ❑ Landscaping;
- ❑ Sign control;
- ❑ Litter and graffiti prohibition;
- ❑ Utility and cable line programs;
- ❑ Dumpster screening; and
- ❑ Unique municipal features and special programs.

# Evaluation Criteria (cont)

5

- At a minimum, a municipality must:
  - ▣ Have a landscaping or tree planting program;
  - ▣ Have a system to issue on-premise sign permits; and
  - ▣ Must prohibit new billboards.

# Cost

6

- Year 1: \$1,500 / year
- Years 2-5: \$750 / year
- If the city desires to “rank up” in Year 2-5, there is an additional \$750 fee to re-evaluate.
  - ▣ Ranks are Recognized, Bronze, Silver, Gold, and Platinum

# Alternatives

7

- ❑ Do not participate in the Scenic City Certification Program
- ❑ Apply to participate in the Scenic City Certification Program in 2023 (application deadline is July 10). Staff notes that we do not currently meet minimum requirements for certification.
- ❑ Apply to participate in the Scenic City Certification Program following the adoption of a new Unified Development Code (UDC).

# Recommendation

8

- Apply to participate in the Scenic City Certification Program following the adoption of a new Unified Development Code (UDC).