

FOR IMMEDIATE RELEASE



Benbrook Earns Scenic City Award

2011 Scenic City Certification Recognizes High-Quality Scenic Standards

HOUSTON (August 3, 2011) – The City of Benbrook is one of just sixteen Texas municipalities awarded Scenic City Certification today by the Scenic City Certification Program of Scenic Texas. The City of Benbrook received Gold Certification for its landscaped streets and strict on- and off-premises sign regulations. Of the 1200 cities and towns in Texas only sixteen earned Scenic City designation in 2011.

The Scenic City Certification Program is the first in the United States to incorporate a comprehensive set of model standards for design and development of public roadways and public spaces into one program. Applicant cities present their existing standards for assessment and scoring against the model. Cities with the highest evaluation scores are certified.

Anne Culver, executive director of the Scenic City Certification Program, said, “The City of Benbrook exemplifies the idea that by implementing strong scenic standards citizens can enjoy a higher quality of life and businesses find it easier to attract customers and employees. This is a win-win situation for these cities, their residents and for the promise of future quality of life and economic development.”

The Texas cities certified Scenic in 2011:

Benbrook	Buda	Cedar Hill	Fairview	Frisco	Grapevine
Heath	Horseshoe Bay	Hutto	Mansfield	McAllen	North Richland Hills
Pearland	Roanoke	Sealy	Trophy Club		

A reception to present these 16 municipalities their Scenic City Certification will take place on Thursday, October 13, 2011 at the Four Season Hotel in Houston in conjunction with the annual conference of the Texas Municipal League.

All Texas cities may submit applications for the 2012 round of Scenic City evaluations beginning January 1, 2012. Applications are available online. For more information on the Scenic City Certification Program visit: www.sceniccitycertification.org.

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The Scenic City Certification Program is a project of Scenic Texas and its program partners the Texas Municipal League, Urban Land Institute – Houston, American Planning Association Texas, Houston-Galveston Council, Houston Council of Engineers, Scenic Houston and Scenic America. These partners believe there is a direct correlation between the success of a city’s economic development efforts and the visual appearance of its public spaces. They developed the Scenic City Certification Program to support and recognize municipalities that implement high-quality scenic standards for public roadways and public spaces.

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