

SCENIC AMERICA

- Scenic America is the only national 501(c)(3) nonprofit organization dedicated solely to preserving and enhancing the visual character of America's communities and countryside.
 - www.scenic.org

America the Beautiful

An expression of our most cherished values





Scenic America

People who share Lady Bird Johnson's
commitment and passion for
protecting our precious scenic
heritage.

America the Beautiful



America the Ugly



The Effects of Visual Clutter on Driving Performance

Jessica Edquist

MUARC

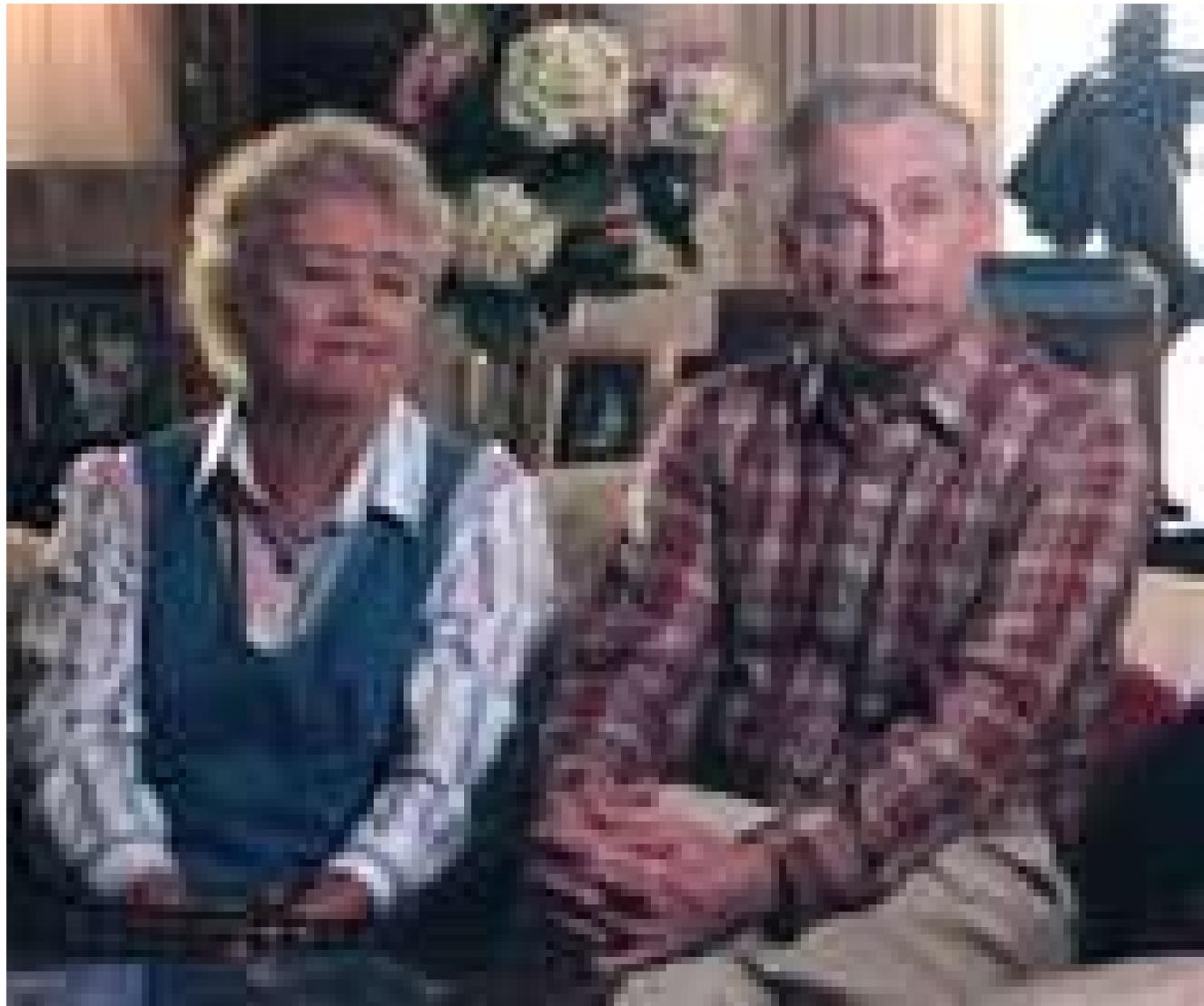
Monash University Accident Research Center

2008

- 'Driving on a typical major road is a complex activity, where drivers must process large amounts of visual information which continuously changes, and make decisions at speed.'
- 'The research is very clear: **as drivers we can only look at and pay attention to one thing at a time.** When we are looking at a sign or a billboard, we are not looking at the road, leading to a higher accident risk.'







- **Older drivers in particular had difficulty detecting changes on the road and in following road sign instructions in busy environments.**
- **The finding is crucial as, due to an aging population, there are more people who are over 65 and more of this age group are driving despite age,**



Young and Older Inexperienced Easily Distracted

- These distractions delay drivers' ability to detect a change around them, especially when a vehicle changes lanes - by an average of half a second. Older drivers took the longest to react

Drivers who were distracted by billboards:

- **Drove more slowly**
- **Took longer to change lanes in response to road signs and**
- **Made more errors when changing lanes.**

Research Findings

- **Edquist said road authorities should carefully regulate billboards,**
- **Declare billboard-free distances around areas of high driver workload such as intersections, merges and freeway exits.**

MUTCD





An MUTCD Among the Sign Clutter



Schenectady





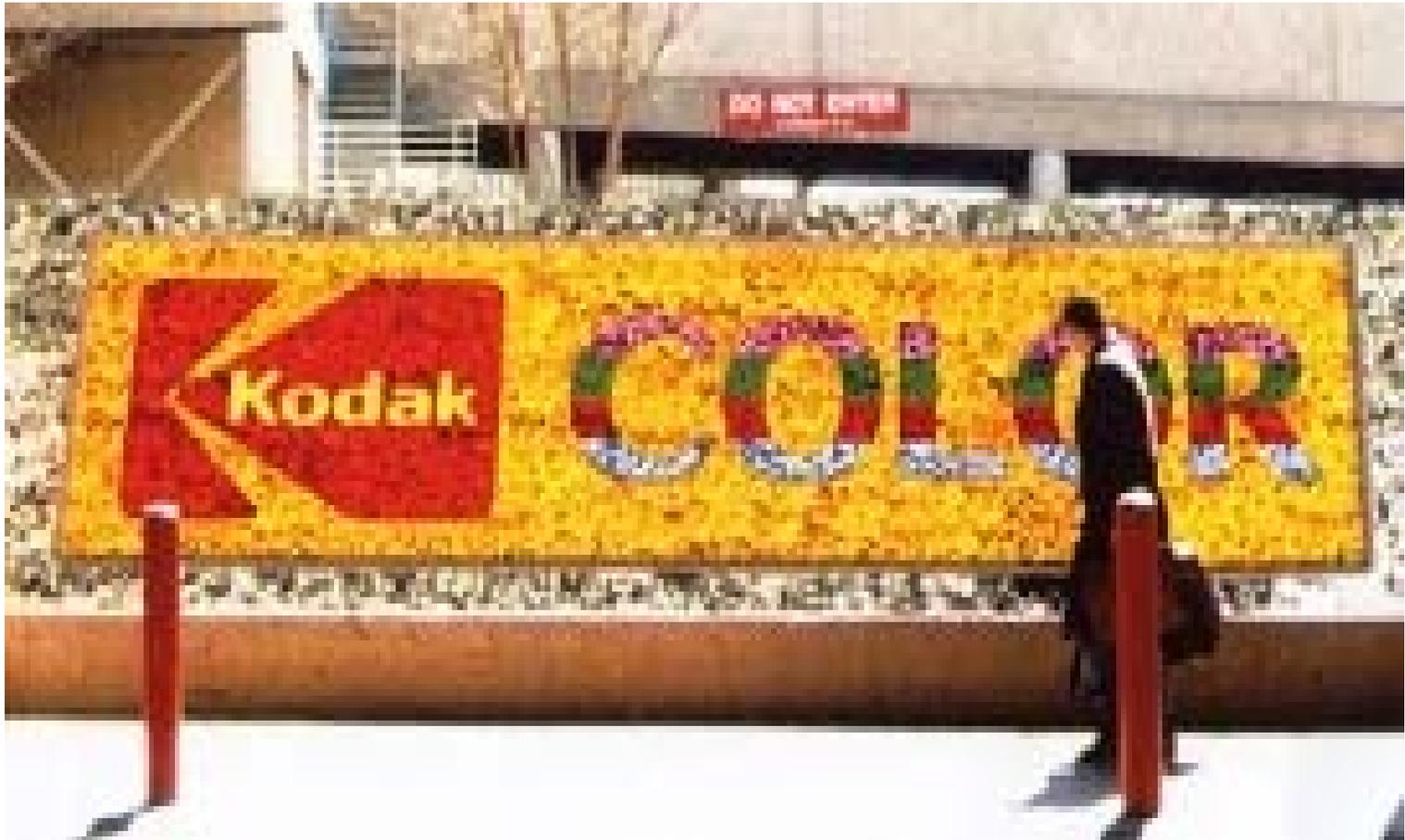
Proposed Eco-Sign



5

Proposed Urban Eco Off-Premise Sign





Proposed Eco Sign A“Roadside Vegetation Display”



Atlantic City Streaming Video Accessory Signs



Atlantic City streaming video accessory signs dominate



Is this the Right of Way?



ENFORCEMENT





THINK WHAT YOU THOUGHT
OUT KFC.

New Kentucky Grilled Chicken.



KEYSTONE

112

Welcome to South
11

WHAT YOU THOUGHT



Advertisement for ice cream featuring a cup of ice cream.

ONLY AREA PERFORMANCE

LIVE IN CONCERT

BAD COMPANY

PAUL RODGERS MICK RALPHS SIMON KIRKE

JULY 4

[ticketmaster](#)

RESORTS
Lodge & Suites



Billboard advertisement for a live concert by the band Bad Company. The central image shows a close-up of a motorcycle headlight. The text includes the band name, members' names, the date July 4, and the ticketmaster website. The Resorts logo is in the bottom right corner.

EMERGENCY STOPPING ONLY

KEYSTONE

Advertisement for a business or service, partially obscured.

PAVED VIBES



America the Beautiful

An expression of our most cherished values

