A Program of **Scenic City** and its Program Partners
The Scenic City Certification Program supports and recognizes Texas municipalities that implement high-quality scenic standards for public roadways and public spaces. Cities with strong scenic standards reflect civic pride, benefit from a solid sense of community character and are well-positioned for growth.

The Scenic City Certification Program was created in 2010 by Scenic Texas and its statewide Program Partners with the understanding that the success of a city’s economic development efforts can be directly linked to its highly functional, thoughtfully planned, visually appealing public roadways and public spaces.

Benefits of Participation

- Provides expert third party evaluation of existing standards that can be used as a diagnostic tool
- Every applicant city receives a detailed, scored evaluation
- Forms a basis for continual review and analysis
- Facilitates internal review and analysis of development plans
- Serves as a platform to educate citizens on the impact of local regulations
- Supports economic development efforts
Scenic City Certification Program was developed by Scenic Texas and its Program Partners
The assessment is points-based. Every city submitting a complete application will receive a detailed, scored evaluation. Official Scenic City Certification may be earned if a city scores 50% or more of all possible points and meets three threshold standards for landscaping, tree planting and sign regulation. The more criteria an applicant city meets, the more points toward official certification will be earned.

Whether your city receives official certification or not, we urge you to review the detailed scoresheet that every applicant city is provided. The Scenic City Certification Program provides critical evaluation designed to help Texas cities identify the strengths and weaknesses in their ordinances related to public roadways and public spaces.

Pathway to Assessment & Certification

Get started:
Visit sceniccitycertification.org

Set-up a required phone orientation

Complete and submit application by the end of March

Application reviewed. Preliminary scores released by the end of June

APPEAL or ACCEPT preliminary score

FINAL SCORES RELEASED BY END OF JULY
First Time Applicant
If you are a first-time applicant, you will complete the application in full.

Rank-Up Applicant
A Certified Scenic City, within the first two years of certification, may re-apply in an attempt to increase its certification level (we call it “ranking up”). This is allowed for Certified Cities that use their initial scoresheet results to make improvements to their scenic infrastructure standards. Ranking up involves a less-detailed application – only updated information needs to be provided. For criterion where there are no changes, enter “No change to standards” in the response box.

5th year Re-Certification Applicant (Renewing 5-year certification)
In order to retain Scenic City Certification, a previously certified Scenic City must re-apply for certification during its fifth year of certification. Certified Scenic Cities must re-apply to the Program and complete the application in full. This means that evidence must be provided for every criterion that applies to a city.

Program Cost

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
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<tbody>
<tr>
<td>$749</td>
<td>New Applicant and Recertifying Cities</td>
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<td>$300</td>
<td>Rank-Up Application</td>
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The cost of the application is $749 for all new applicant cities and 5th year re-certification.

The cost of the application is $300 for all applicants who are certified and would like to rank up during the two-year window following initial certification.

Payment methods accepted include checks, credit card and PayPal.

Checks should be made payable to Scenic Texas and mailed to:

Scenic Texas, Inc.
5615 Kirby #645
Houston, TX 77005

Please call us at 713-979-4374 to pay via a credit card or by PayPal.
### Certified Scenic Cities 2010 - 2019

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<th>PLATINUM</th>
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**SOUTHLAKE**
Platinum Certified Scenic City
Scenic City Standards

Section 1: Streetscape - protection of native and established trees, landscaping and sidewalks

(Mandatory requirement) Trees and/or landscaping along major roadways, city streets, street medians or in parking lots are required.

Section 2: Parks, Trails and Public Spaces

Section 3: On-premises sign ordinance

(Mandatory requirement) The more restrictive, the more points will be awarded. Strict limits on size, placement, and quantity of signs per business. All permanent signs require permits separate from the building permit. Strict limits on quantity of signs per business and quantity of signs per side/property frontage. Strict limits on size (both square footage and height) and placement.

Section 4: Off-premises signage

(Mandatory requirement) No permits are allowed to be issued for new outdoor general advertising off-premises signs or devices.

Section 5: Lighting standards for streetscapes and public spaces

Section 6: Landscaping in parking lots

Section 7: Protection of landscaping during construction activities

Section 8: Unity-of-Design

Section 9: Litter and graffiti

Section 10: Utility and cable line program

Section 11: Dumpster screening

Section 12: Bonus

Your city may have adopted infrastructure standards or programs that contribute to community character and place-making but fall outside the boundaries of the application standards. These projects are not limited to, but might include:

- historic districts or historic preservation programs
- a scenic program related to a unique geographic feature
- a natural environment enhancement program
- celebrated greenway, waterway or street corridor
- effective flood management
- revitalized habitat
- plantings in detention basins
- landscaping along a body of water
- a vegetated area bordering a stream or established to protect a stream system
- innovative programs above and beyond the criteria in any of the certification categories
- affiliation or membership with a Scenic City Program Partner organization