

Scenic Houston

Our Mission:

Scenic Houston champions the livability and visual quality of public spaces in a growing and diverse community.



COLLABORATE



EDUCATE



ADVOCATE



ENHANCE



CELEBRATE

Today's Scenic Houston

Scenic Houston is the only organization championing the livability and visual quality of public spaces in our community. We believe everyone has the right to live in a community surrounded by beautiful, thoughtfully planned public spaces, and we are committed to realizing this vision.

Our Core Programming



Advocacy >>>

Scenic Houston educates and advocates for critical scenic standards at the local, state and federal levels. These are the regulations and policies that shape the overall look and feel for our public spaces.



Streetscape & Neighborhood Programs >>>

After extensive analysis of best practices for enhancing the visual aspects of Houston's streets and public spaces, Scenic Houston published a *Streetscape Resource Guide (SRG)* and updates it regularly for streetscape projects.



Sign Regulation Program >>>

Scenic Houston researches, analyzes and advocates for preserving the City of Houston sign code and ensure enforcement to maintain the visual beauty of our city and region.



Celebrating Partners >>>

Scenic Houston celebrates partner organizations and individuals who promote and prioritize the beautification of our great city. Leaders are honored at an annual dinner and spring reception.

Our History

Scenic Houston is the only organization dedicated to preserving and enhancing Houston's visual environment. Our work continues to shape the quality of life for all Houstonians.

1960s



Civic leaders formed an organization to develop regulations to reduce unbridled billboard proliferation in the city.

1980s



Scenic Houston's efforts resulted in ordinances that prohibit new billboard construction and reduced 10K billboards in 1980 to 1,309 today.

1990s



Scenic Houston helped to create the city's 22 Scenic Districts and Scenic Corridors.

2000s



Scenic Houston secured funding for 820 acres of "green ribbon corridors" and more than 1 million trees along freeways in Houston.

2010s



Scenic Houston released its first Streetscape Resource Guide (SRG) and helped to transform the Broadway corridor connecting Hobby airport and I-45.

2020s



Scenic Houston spearheaded establishing an Airport Corridor District sign ordinance. Through continued advocacy, Scenic Houston prohibited pro-billboard policies from passing. Scenic Houston also announced a strategic plan and its SRG 3.0.



SCAN ME



Learn about our current initiatives.

WHO WE ARE

Scenic Houston

Scenic Houston is driven by passionate individuals who are committed to preserving and enhancing the character of our city. Our diverse leadership represents a wide array of business, community and philanthropic interests.

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2003 - 2004: Kay B. Crooker

*Deceased

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Executive Director



Andrea French
andrea@scenichouston.org

Scenic Houston appointed Andrea French as its Executive Director in April of 2022. Andrea, who spent the previous nine years as executive director of TAG-Houston Region, brings a strong background in advocacy, planning, public policy and public engagement to her leadership role with Scenic Houston.