



**FOR IMMEDIATE RELEASE**

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**21 TEXAS CITIES EARN PROMINENT SCENIC CITY CERTIFICATION IN 2019**

*Number of Texas Certified Cities Grows to 82, Recognized for Excellence in Scenic Standards*

**HOUSTON, TX – July 16, 2019** – Today, 21 Texas cities have been recognized as 2019 Certified Scenic City award recipients through the Scenic City Certification Program, a program of Scenic Texas and its 17 partner organizations. The Scenic City Certification Program recognizes cities for their demonstrated commitment to high-quality scenic standards for public roadways and spaces. Nine cities have earned certification for the first time and 12 are re-certifying or upgrading existing status, bringing the total number of certified cities across Texas to 82.

The Scenic City Certification Program, is a nationally recognized one-of-a-kind model, developed to provide communities with a comprehensive set of standards and evaluations for the design and development of public roadways and spaces. Any Texas city may apply to the Scenic City Certification Program for an objective review of its existing municipal infrastructure ordinances as they relate to the model standards. Assessment is points-based, and every city applicant receives a detailed, scored evaluation that identifies both strengths and areas for improvement. Official certification is earned by cities that score points in the upper range and meet threshold standards for landscaping, tree planting, and sign regulation.

“Through the Scenic City Certification Program, cities access a low cost, high rate-of-return diagnostic tool,” said Sarah Tober, Scenic Texas Executive Director. “The detailed evaluation of existing infrastructure standards provides cities with a roadmap for future growth and development. As municipalities continue to aspire to certification and our highest level of recognition, platinum, it is a reflection of communities working to make a more scenic Texas for citizens and visitors.”

**Cities earning first-time certification or recertification in 2019 and their rankings are:**

- Argyle (First-Time) | **Silver**
- Arlington (First-Time) | **Gold**
- Dayton (First-Time) | **Recognized**
- Denton (Re-Certified) | **Gold**
- Dripping Springs (Re-Certified) | **Platinum**
- Flower Mound (Re-Certified) | **Platinum**
- Forest Hill (First-Time) | **Recognized**
- Friendswood (Re-Certified) | **Platinum**
- Keller (Re-Certified) | **Platinum**
- La Vernia (Re-Certified) | **Silver**
- Lago Vista (First-Time) | **Gold**
- Lakeway (Re-Certified) | **Gold**
- League City (First-Time) | **Gold**
- Mesquite (Re-Certified) | **Gold**
- Princeton (First-Time) | **Recognized**
- Richmond (Ranked Up) | **Platinum**
- Rowlett (First- Time) | **Gold**
- Taylor (Re-Certified) | **Recognized**
- Weatherford (First-Time) | **Bronze**
- Webster (Re-Certified) | **Silver**
- West Lake Hills (Re-Certified) | **Silver**

A reception to present these 21 municipalities with their Scenic City Certification awards will be held on October 10, 2019 in San Antonio during the Texas Municipal League's Annual Conference week.

The Scenic City application period for 2020 opens **January 1, 2020**. Any interested Texas municipality may go online now to review the Program standards and application process at [www.sceniccitycertification.org](http://www.sceniccitycertification.org).

Joining Scenic Texas as partners in the Scenic City Certification Program are the Texas Municipal League, Urban Land Institute — Austin and Houston, Urban Land Institute — San Antonio, American Planning Association Texas, Houston-Galveston Area Council, American Council of Engineering Companies Houston, Hill Country Alliance, Keep Texas Beautiful, Texas Downtown Association, Texas Economic Development Council, Texas Historical Commission, Association of Rural Communities in Texas (ARCIT), Texas Association of Regional Councils, North Central Texas Council of Governments, Scenic Houston, and Scenic America.

Through the Scenic City Certification Program, Scenic Texas provides educational resources to Texas cities that are establishing or revising ordinances that impact the streetscapes. Additionally, Scenic Texas supports urban forestry projects, tree planting and preservation initiatives, the creation of scenic roads and districts, the establishment and funding of parks and green space, the forestation of our highways, and the preservation of historic areas.

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*Scenic Texas, Inc., is a 501(c)(3) non-profit organization dedicated to the preservation and enhancement of our state's visual environment, particularly as seen by the traveling public.*

[Scenic Texas](#) is an affiliate of [Scenic America](#).

## CERTIFIED SCENIC CITIES 2010-2019

### **PLATINUM**

Bee Cave  
Cedar Park  
Dripping Springs  
Fairview  
Flower Mound  
Friendswood  
Frisco  
Keller  
McKinney  
Missouri City  
North Richland Hills  
Plano  
Richardson  
Richmond  
Roanoke  
Rockwall  
Southlake

### **BRONZE**

Bastrop  
Bedford  
Duncanville  
Leon Valley  
Manor  
Marble Falls  
Nassau Bay  
Weatherford

### **RECOGNIZED**

Dayton  
Double Oak  
Forest Hill  
Kennedale  
Lucas  
Magnolia  
Nacogdoches  
Pilot Point  
Princeton  
Seabrook  
Shavano Park  
Taylor

### **GOLD**

Arlington  
Belton  
Benbrook  
Buda  
Cedar Hill  
Cibolo  
Cuero  
Denton  
Fort Worth  
Georgetown  
Heath  
Horseshoe Bay  
Hutto  
Lago Vista  
Lakeway  
Lancaster  
League City  
Mansfield  
Mesquite  
Pearland  
Pflugerville  
Rowlett  
Sealy  
South Padre Island  
Sugar Land  
Westlake

### **SILVER**

Argyle  
Bulverde  
College Station  
Colleyville  
Corinth  
El Campo  
Granbury  
Grapevine  
Houston  
Irving  
La Vernia  
Little Elm  
McAllen  
Nolanville  
Pharr  
Prosper  
Webster  
West Lake Hills  
West University Place