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McKinney Earns Scenic City Award

2013 Scenic City Certification Recognizes High-Quality Scenic Standards

HOUSTON (September 3, 2013) – The City of McKinney is one of just seven Texas municipalities awarded Scenic City Certification today by the Scenic City Certification Program of Scenic Texas. The City of McKinney received Platinum Certification. This five-year certification (2013-2018) was granted by Scenic Texas and its Program Partners pursuant to a very thorough review of infrastructure programs for public roadways and public spaces, in particular:

- Strong standards to enhance the visual character of its streetscapes, including sign regulation, landscaping and lighting standards
- Emphasis on establishing and protecting parks, trails and open spaces
- Historic preservation program
- Consistent design standards throughout the city

Of the 1200 cities and towns in Texas, only six earned new Scenic City designation in 2013. One previously-certified city earned an upgrade of its original certification level received 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 certified Scenic Cities demonstrate that through implementation of strong scenic standards, citizens can enjoy an improved quality of life and businesses find it easier to attract customers and employees. It’s a win-win situation.”

The Texas cities certified Scenic in 2013:

Houston Kennedale McKinney Rockwall Seabrook West University Place

North Richland Hills’ five-year certification, previously awarded in 2011, was upgraded in recognition of additional and stronger regulations adopted in the last year.

A reception to present these seven municipalities their Scenic City Certification will take place on Wednesday, October 9, 2013 at the Hilton Hotel in Austin in conjunction with the annual conference of the Texas Municipal League.

All Texas cities may submit applications for the 2014 round of Scenic City evaluations beginning January 1, 2014. Applications are available online.

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, Keep Texas Beautiful, Texas Historical Commission, Scenic Houston and Scenic America. These partners believe see 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.

For more information on the Scenic City Certification Program visit: www.sceniccitycertification.org.

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