Scenic Texas

Community Services Council Subcommittee – November 11, 2026

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Who is Scenic Texas?

- Councilwoman Alexa Boedeker inquired with the City Manager's office about the possibility of the City pursuing Scenic Texas certification.
- Scenic Texas is a non-profit organization with the following mission:

Preserve and enhance the scenic character of Texas by protecting its public spaces, strengthening communities, and advancing scenic conservation. Through advocacy, education, and strategic programs, we promote responsible growth that respects the visual environment, prevents blight, and safeguards the beauty of our communities. We are committed to ensuring that Texas's scenic heritage endures—supporting vibrant places where people live, travel, and connect with the land.

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Scenic Texas Certification

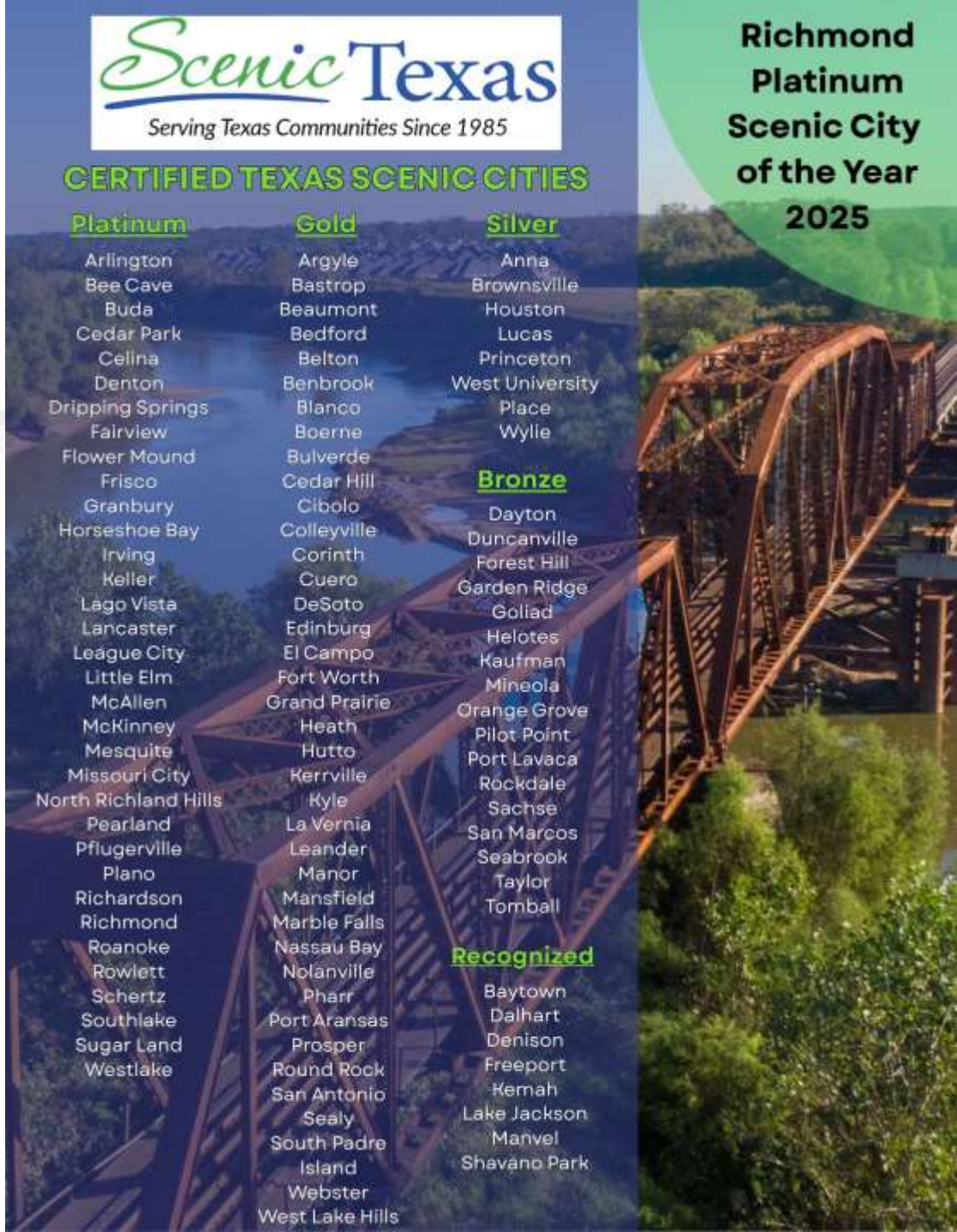
- Program gives cities a comprehensive tool to assess, evaluate, and earn statewide recognition for excellence in infrastructure, environmental stewardship, and community character—strengthening quality of life, economic vitality, tourism appeal, and civic pride.
- Scenic City Certification Program (SCCP) establishes a foundation of cohesive scenic standards and land planning practices that advance sustainability through environmental conservation, ecosystem management, and environmental education. Certification is point-based.
- SCCP provides innovative tools and educational resources used for the development, implementation, and evaluation of landscaping plans and infrastructure standards.

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Certified Texas Scenic Cities

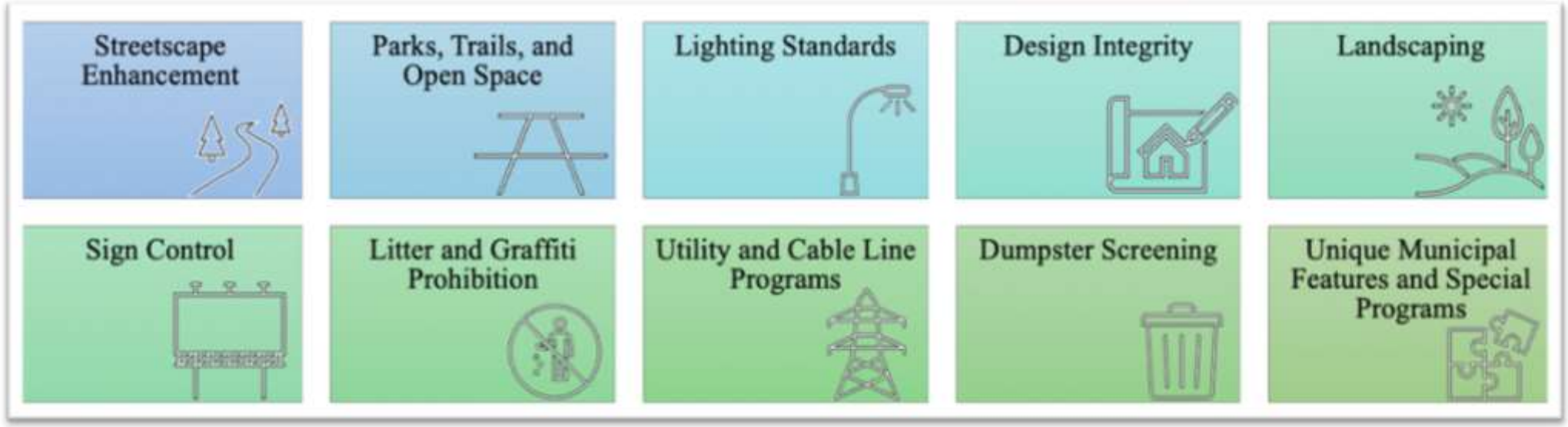
Scenic Texas has a best practices resource guide that details research methods and 10 visual tenets.

Visual tenets directly relate to the criteria contained within the Scenic City application.



Ten Visual Tenets

The evaluation reviews every applicant's existing ordinance and code language in these areas



[Scenic City Certification Program | Scenic Texas - YouTube]

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Certification Key Benefits

- Prestige, Public Recognition & Visibility
- Strengthen & Promote Economic Development and Tourism Appeal
- Strategic Marketing & Outreach Support
- Policy Advocacy & Legislative Representation
- Municipal Development & Best Practice Resources

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Certification Key Benefits

- Efforts to obtain certification status are rewarding, yet labor intensive.
- Will require a comprehensive review of land development regulations, parks and open spaces, landscaping, and current practices relating to placement of utilities.
- Successful certification will require strong advocacy from appointed and elected officials.

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Committee Direction/ Next Steps

- Does the Committee want further information on this topic?
- If not, what would the Committee like to do as next steps?

Questions / Comments

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