

FOR IMMEDIATE RELEASE

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Denton Earns Gold Ranking in Prominent Scenic City Certification

City's Ranking Increased Two Levels due to Improved Codes, Ordinances, and Standards

DENTON, TX, Oct. 7, 2016 – On Thursday, Oct. 6, City of Denton officials – including Council Members Dalton Gregory and Keely Briggs, as well as City staff – were presented with Denton's new Gold-level Scenic City Certification during a reception at the Texas Municipal League annual conference in Austin. Denton is one of 23 cities in the state to earn first-time or upgraded certification for 2016.

Denton was first recognized as a Bronze-level Scenic City in 2014; and, this year, the City increased its ranking by two levels due to improvements in codes, ordinances, and standards related to aesthetics and community appearance. Scenic Texas cited the following elements as key in earning this upgraded recognition: Denton's Main Street Program, strong unity of design standards, innovative waste management efforts, and emphasis on public parks, trails, and green spaces.

The Scenic City Certification Program is the first in the United States to incorporate a comprehensive set of design and development standards for both public roadways and public spaces. The program uses rigorous evaluation and scoring of existing municipal standards against this model, and cities with the highest evaluation scores earn certification. Municipalities recognized are regarded as pacesetters for their efforts to implement high-quality scenic standards at a community-wide level.

“Through the Scenic City Certification Program, cities access a valuable diagnostic tool – a detailed 360-degree analysis of existing infrastructure standards that serves as a roadmap for future growth and development,” said Anne Culver, Executive Vice President of Scenic Texas. “We're impressed with how intentional Denton has been in its participation in the program, already moving from Bronze certification to Gold.”

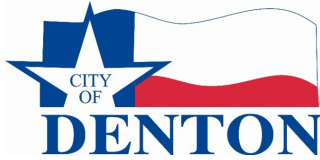
Denton's application was a cooperative effort, soliciting involvement from a number of community organizations and City departments, including Keep Denton Beautiful, the Convention and Visitors Bureau, Denton Municipal Electric, Environmental Services & Sustainability, Economic Development, Development Services, Parks & Recreation, Community Improvement Services, Watershed Protection, and Solid Waste & Recycling.

Photo: Council Member Dalton Gregory, Assistant City Manager John Cabrales, Keep Denton Beautiful Manager Lauren Barker, Community Improvement Manager Lancine Bentley, Council Member Keely Briggs

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About Scenic Texas

Scenic Texas is a 501(c)(3) non-profit organization dedicated to preserving and enhancing the visual character of Texas. Scenic Texas promotes enhanced design standards for public projects, sign regulation, freeway landscaping, and scenic byway development. To learn more, visit www.scenictexas.org.

More about the Scenic City Certification Program

Joining Scenic Texas as partners in the Scenic City Certification Program are the Texas Municipal League; the Urban Land Institute, Austin; the Urban Land Institute, Houston; the American Planning Association, Texas Chapter; the Houston-Galveston Area Council; the American Council of Engineering Companies Houston; Keep Texas Beautiful; the Texas Downtown Association; the Texas Economic Development Council; the Texas Historical Commission, the North Central Texas Council of Governments; Scenic Houston; and Scenic America.

The following Texas municipalities are Scenic City-certified:

PLATINUM

Fairview
Flower Mound
Frisco
McKinney
Missouri City
N. Richland Hills
Plano
Richardson
Roanoke
Rockwall

GOLD

Bee Cave
Belton
Benbrook
Buda
Cedar Hill
Cedar Park
Cibolo
Denton
Dripping Springs
Fort Worth
Georgetown
Heath
Hutto

GOLD (continued)

Keller
Lakeway

Mansfield
Mesquite
Pearland
Pflugerville
Sealy
Southlake
South Padre Island
Sugar Land
Westlake

SILVER

College Station
Colleyville
Cuero
El Campo
Granbury
Grapevine
Houston
Irving
McAllen
Nolanville
Waxahachie
West University Place

BRONZE

Bastrop
Beaumont
Corinth
Friendswood
Horseshoe Bay

La Vernia
Marble Falls
Nassau Bay
Richmond
Webster

RECOGNIZED

Double Oak
Kennedale
Magnolia
Pilot Point
Pharr
Prosper
Seabrook
Shavano Park
Taylor
West Lake Hills