

# NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Media Contact: Celso Martinez, 972-623-8836

## Prosper wins Recognized Scenic City certification

PROSPER (October 9, 2015) Known as a community with a strong bent toward preserving its natural beauty and its persistence on maintaining uncluttered vistas, the Town of Prosper has been awarded the Recognized Scenic City certification, says Town Manager Harlan Jefferson.

“One need only attend a Planning and Zoning Commission meeting or a Town Council meeting to see how important this commitment is,” he said. “Prosper residents have communicated a clear message to the Town’s leadership regarding landscaping, tree-planting and natural beauty. New developments must adhere to that priority.”

The Scenic City Certification Program is a project of Scenic Texas and its statewide program partners. It is the first program of its kind in the U.S. to incorporate a comprehensive set of standards for design and development of public roadways and public spaces into one program. The program’s goal is to recognize cities with strong scenic infrastructure standards.

To earn the certification, Prosper met three criteria including having a strictly regulated and enforced sign code, a ban on new billboards, and a landscaping and tree planting program.

“Following that, our standards were reviewed and scored based on other criteria such as percentage of park and open space, strong litter enforcement laws, street lighting standards, parking lot landscaping, utility line management, and more,” he said.

The certification is valid for five years, after which an additional review will be conducted. In granting the city its Recognized certification, Scenic Texas took note of Prosper’s commitment to maintaining its family friendly, small-town environment. The Program commended the Town for its landscaping ordinances which mandate plantings in public spaces and its economic development programs via two Neighborhood Empowerment Zones.

The certification was presented to Prosper and the other winning cities at the annual Texas Municipal League conference in San Antonio in late September.

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**NOTE TO EDITOR: Photo and cutline accompany this release.**

**ABOUT THE TOWN OF PROSPER** – The Town of Prosper is a fast-growing suburb with small town charm, located 30 miles north of Dallas at the crossroads of U.S. 380, Preston Road and the Dallas North Tollway in Collin and Denton Counties. Prosper sits on 27 square miles and is home to more than 15,000 people. A home-rule municipality, governed by a council-manager form of government, the town has full-time fire and police departments, including its own dispatch service. As the Town grows to its projected build-out population of 70,000 residents, Prosper’s vision is to remain a “Place Where Everyone Matters.”

## PHOTO AND CUTLINE



**PROSPER WINS SCENIC CITY RECOGNITION –** Claudia Williamson, co-chair of the Texas Scenic City Certification Program, handed the Town’s official certification plaque to Town Manager Harlan Jefferson (right). Town Council member Kenneth Dugger (left) was present at the Texas Municipal League’s annual convention in San Antonio where the presentation was made. “This is an honor our staff worked hard to achieve,” said Dugger. The certificate is valid for five years.