

Scenic Watch



Covering
News From
July
2017

Drone Video Advertising:
"Central Floridian invents first
digital 'drone billboard' "



Video: ClickOrlando.com

"Drobotron used for advertising, entertainment...

As cars cruised past the Parc Corniche Hotel this



Fun Festivals
and Events

Central

Aug 4
Jazz Friday at Foosaner

week, passengers may have noticed a first-of-its-kind sight hovering high above the International Drive resort.

A 360-degree LED video screen mounted on a drone displayed videos of the hotel, as well as advertisements promoting pizza and \$5 margaritas at the resort's restaurant.

'Our patent revolves around a flying TV,' said Drobotron inventor Bobby Watts. 'The first time I saw it fly I thought, 'Wow, this is a game-changer.'...

Watts, who is licensed by the Federal Aviation Administration to fly drones commercially, attached a 40-by-10-inch video display to an unmanned aerial vehicle.

Video clips, still photos and text can be uploaded to Drobotron before the radio-controlled aircraft takes flight.

To ensure safety, the 30-pound drone cannot be flown over people. But Drobotron's video screens can easily be seen as it flies a safe distance from crowds.

'Even on a bright sunny Florida day, you can see the screen for hundreds of feet,' Watts said.

A promotional video for Drobotron shows the drone displaying the words 'Grand Opening' over a new business and informing passersby that a home is 'For Sale.'

Some have suggested the aerial billboard could be used to display emergency messages during search and rescue operations, flown during fireworks and theme park shows or be utilized as a scoreboard during surfing competitions, according to Watts...

For \$200 per hour, Watts's company will fly Drobotron over a customer's event or business. He has also begun taking preorders from licensed drone

Museum of Art, Melbourne
Aug 4, 5, 11, 12, 19, 26
Bandshell Concert Series,
Daytona Beach

Aug 5
First Saturday Jam,
Barberville

Aug 5
Art Stroll and Gallery
Walk, New Smyrna Beach
Aug 5

National Lighthouse Day,
Ponce Inlet
Aug 5

St Pete Indie Market, St
Petersburg
Aug 5

Night in the Islands,
Tarpon Springs
Aug 7

Climb to the Moon, Ponce
Inlet
Aug 11

Friday Fest, Melbourne
Aug 12
Second Saturday St

Petersburg ArtWalk, St
Petersburg
Aug 12-13

4 Wheel Parts Orlando
Truck & Jeep Fest,
Orlando

Aug 18
Cocoa Beach Friday Fest
Cocoa Beach

Aug 19
Cruisin' Downtown DeLand
Classic Car Show, DeLand

Aug 19
Art Walk, Sanford
Aug 19

Annual Great St Pete
Cupcake Contest, St
Petersburg

Aug 19-20
Annual Harvest Grape
Stomp, Clermont

Aug 20
Tampa Indie Flea, Tampa
Aug 25-27

Orlando Fall Home &
Garden Show, Orlando
Aug 26

Wine Walk & Art Walk,
New Smyrna Beach
Aug 26

operators who are eager to purchase one of the \$20,000 flying billboards.

'This is our first aircraft. We're working on bigger ones and bigger ones,' Watts said. 'So this is only the beginning.'

--Mike DeForest, ClickOrlando.com

[Read entire article](#)

"Volunteers working to clean up snipe signs across Hillsborough"



Photo: Bay News 9

"...Two men have been working hard in their spare time to clean up Hillsborough County.

'Blight Fighters' working to clean up snipe signs across Hillsborough Bill Staley, Jim Reed spend weekends picking up illegal signs They have collected over 52,000 signs since 2001 County officials say signs are a code violation Neighbors, Bill Staley and Jim Reed, have been traveling across the county and removing old signs, or as Bill calls them, road side spam. They have been doing this since 2011 and have collected over 52,000 signs.

Mixon Fruit Farms
Antiques, Arts and Crafts
Fair, Bradenton
Aug 26-27
Mount Dora Seafood
Festival, Mount Dora

South

Aug 2, 23
Jupiter Lighthouse Sunset
Tour, Jupiter
Aug 5
Wheelin' Dealin' Food
Truck Festival, Fort
Lauderdale
Aug 5
MiMo on the Beach
Walking Tours, Miami
Aug 5
Full Moon Kayak Tour,
North Miami
Aug 6
Sunday Jazz Brunch, Fort
Lauderdale
Aug 7
Jupiter Lighthouse
Moonrise Tour, Jupiter
Aug 10-13
Key West Lobsterfest, Key
West
Aug 12
Supercar Saturdays
Florida, Fort Lauderdale
Aug 12
Wynwood Artwalk, Miami
Aug 17
Third Thursday Art Walk,
Islamorada
Aug 17
Alive After Five, Punta
Gorda
Aug 19
SummerJazz on the Gulf,
Naples
Aug 19
Downtown Hollywood
Artwalk, Hollywood
Aug 19-20
Islamorada Grand Prix of
the Sea, Islamorada
Aug 25
Viernes Culturales Arts
and Culture Festival,
Miami

They two guys say they take pride in their community and plan to continue working hard to keep it nice.

'They've always been an irritant for me,' Staley said.

'We spend anywhere from 3-4 hours on a Saturday morning or Sunday morning out running the streets, so to speak,' Reed said.

Staley and Reed are the Blight Fighters - dedicating their weekend mornings for the last six years to picking up "snipe signs" from all over Hillsborough County...

The signs are illegal and Hillsborough County's Code Enforcement Director said they pose a big problem.

'The snipe sign is really the biggest code violation in the county. It really impacts the most people because everybody see them,' Ron Spiller, with the Hillsborough County Code Enforcement, said.

The signs can also pose a safety threat because they're easily blown around during storms and can even cause flooding if they get stuck in a drain.

Hillsborough County Code Enforcement officers are on track to pick up over 70,000 of these signs this year alone, and they said they're put out just as fast as they're picked up - so help from guys like Staley and Reed is definitely appreciated..."

--Fallon Silcox, Bay News 9

[Read entire article](#)

Complete Streets: North Palm Beach

Aug 26

FATVillage Artwalk, Fort Lauderdale

North

Aug 1, 8, 15

Fat Tuesday Parades, Destin

Aug 3, 10, 17, 24, 31

Red, White and Blue Hero Celebration, Destin

Aug 3, 10, 17, 24, 31

Concerts in the Plaza, St Augustine

Aug 4

First Friday Garden Walk, Palm Coast **Aug 4**

First Friday Art Walk, St Augustine

Aug 5

Fort Mose Militia Muster and Training, St Augustine

Aug 5

Guided Tour at Kanapaha Botanical Gardens, Gainesville

Aug 5

Sandstock, Perdido Key

Aug 5

Wausau Possum Festival, Wausau

Aug 5-6

First Weekend Union

Garrison, Fernandina Beach

Aug 6

Florida Safari, Ocala

Aug 6, 20

Blues on the Bay Concert Series, Pensacola

Aug 7

Schooner Freedom Full Moon Sail, St Augustine

Aug 7

Sunset Moonrise Tour, St Augustine

Aug 10-13

Jacksonville Caribbean Carnival, Jacksonville

Aug 12

Artrageous Artwalk, Fernandina Beach

Aug 12



Photo: Allen Eyestone, Palm Beach Post

"Experts have advised city leaders that narrowing U.S. 1 could revive the stretch of highway lined with empty office buildings but those leaders are asking residents what they think before making any decisions.

The debate over the road's width from the Parker Bridge to the Lake Park border has simmered for years, and each time residents have pushed back. But it resurfaced in October, when experts from a local planning agency said trimming the road from six lanes to four and replacing the languishing offices with townhouses and shops could stop residents from taking their money elsewhere. When shoppers skip town, they take \$118 million with them, a Washington, D.C.-based real estate consultant said...

Twelve miles to the north in Tequesta, U.S. 1 is due to shrink to four lanes and get wider sidewalks, decorative lighting and bike lanes on both sides, with much of the money coming from the state.

That will leave North Palm Beach with one of the few six-lane sections of U.S. 1 in Palm Beach County...

The Florida Department of Transportation

Pup Crawl, St Augustine
Aug 13
Gainesville Indie Flea,
Gainesville
Aug 19
Jacksonian Guard Colors
Ceremony, Pensacola
Aug 19
6th Annual Paddle at the
Porch, Destin
Aug 25
River Rhythms, Ocala
Aug 27
Pack Walk at Silver
Springs State Park, Ocala

[For many more events and details please visit the Orlando Times Travel Calendar here](#)



encourages wider bike lanes and sidewalks as part of its 'complete streets' policy. U.S. 1 has only a striped shoulder for bicyclists and five-foot sidewalks on either side..."

--Sarah Peters, Palm Beach Post

[Read entire article](#)

Complete Streets:

"Miami-Dade County Commission Adopts Complete Streets Design Guidelines"



"The Miami-Dade County Commission adopted a resolution on June 6 establishing policy that the county's streets should be designed in accordance with the Complete Streets Design Guidelines.

The adoption and implementation of the Complete Streets Design Guidelines – as recommended by Neat Streets Miami on Feb. 21 – will empower engineers and planners to design, construct and operate roads in a way that balances all modes of transportation within a context-sensitive approach that takes street typology and land use types into consideration when planning street enhancements.

The Guidelines were created through a grant funded by the United States Centers for Disease Control and

Prevention and Florida Department of Health in Miami-Dade, and are a product of the Safer People, Safer Streets Local Action Plan intended specifically for use by the county and its 34 municipalities.

Housed in the Miami-Dade County Parks, Recreation and Open Spaces Department, Neat Streets Miami is a multi-jurisdictional county board dedicated to the maintenance and beautification of transportation corridors, gateways and connections...."

--Gabriela Lopez, Miami's Community Newspapers

[Read entire article](#)

Billboard Content:
More from Ashley Madison's ad team



Flicker: Teekwood as seen on ARSTechnica

"...An Ashley Madison billboard in LA with unwilling site spokesperson Kim Jong Un."

--David Kravets, ARStechnica

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