

# Scenic Watch



Covering  
News From  
May  
2017

"Going Green: Thriving wildflowers  
become roadside attraction in  
Florida"



Photo: Peter Bauer, AP



Fun Festivals  
and Events

Central

June 2  
Jazz Friday at Foosaner

"Even though there had been a few previous attempts to promote roadside wildflowers, roadside vegetation 'had never been seen by the department as a benefit,' said state transportation landscape architect Jeff Caster.

Roadsides were seen 'as a liability rather than an asset, something the department needs to perpetually control and keep from protruding into the road.

But over time, that attitude has changed and a new approach is taking shape, he said.

The recent study by George Harrison, an economist with UF's Institute of Food and Agricultural Sciences, was arranged at the urging of the Florida Wildflower Foundation...

Using formulas and estimates from studies elsewhere in the nation, Harrison concluded the 93,000 acres of state highway rights of way that are covered in plants are worth more than a half-billion dollars a year, in terms of runoff reduction, carbon storage and pollination...

'It's a little bit of choreography,' he said. 'You have to figure out the right time to mow and the frequency of mowing.'

Mowing has to wait until after wildflowers bloom and produce seeds, so the mowers can help distribute the wildflowers' seeds, he said. But without mowing the rest of the year, the wildflowers would be shaded out by other plants.

With the study in hand, Roberts said the Wildflower Foundation hopes to work with counties and the department to lobby for management that will keep the roadside ecosystems more natural, she said, adding beauty and providing more habitat for bees and other important pollinators."

Museum of Art, Melbourne  
June 2-3

Historic Cocoa Village's  
BBQ & Blues, Cocoa  
June 2-3

Silver Spurs Rodeo,  
Kissimmee

June 3

First Saturday Jam,  
Barberville

June 3

Art Stroll and Gallery  
Walk, New Smyrna Beach

June 3

World Oceans Day Family  
Festival, Sarasota

June 3

St Pete Indie Market, St  
Petersburg

June 3-4

Cocoa Beach Uncorked  
Food and Wine Festival  
Cocoa Beach

June 3-4

Kite Festival, New Smyrna  
Beach

June 4 -25

Sarasota Music Festival,  
Sarasota

June 9

Climb to the Moon, Ponce  
Inlet

June 9-11

Harvest Festival,  
Clermont

June 10

Sand Art Festival, New  
Smyrna Beach

June 10-11

St Armands Circle Craft  
Festival, Sarasota

June 15

Sea Side Fiesta, New  
Smyrna Beach

June 16-18

Cocoa Beach Pirate Fest,  
Cocoa Beach

June 17

Night Hike at the Zoo,  
Sanford

June 17

Downtown DeLand Classic  
Car Crusie-In, DeLand

June 17

Art Walk, Sanford

June 17

-- Dinah Voyles Pulver , Daytona Beach News-Journal

[Read entire article](#)

## Legal: "Miami Beach tries to ban floating billboards, but company says law can't touch ocean boats"



Photo: Miami New Times

"...A Miami Beach-based company's take on oceanfront advertising — a boat that hauls back-to-back, 46-foot-wide high-definition screens — hit local beaches months ago. But residents were not pleased with giant roving ads disrupting their views.

'I mean, I just thought it was ridiculous,' says Michael DeFilippi, a Miami Beach activist. 'It was just complete commercialization of our city and really taking away from the natural environment and the peace of the beach.'

Comments about the boat poured in to the environmental-minded Facebook page DeFilippi runs, Clean Up Miami Beach. 'Is nothing sacred?' one person asked. DeFilippi, for his part, worried that increasing numbers of billboard-loaded boats would crowd the beaches.

Juneteenth Arts and Cultural Festival, Cocoa  
June 18  
Tampa Indie Flea, Tampa

## South

June 2-4  
West Palm Beach Antiques Festival, West Palm Beach  
June 3  
Wheelin' Dealin' Food Truck Festival, Fort Lauderdale  
June 4  
Sunday Jazz Brunch, Fort Lauderdale  
June 5  
Founder's Day at Whitehall, Palm Beach  
June 8  
Jupiter Lighthouse Moonrise Tour, Jupiter  
June 2-4  
Annual Watermelon Festival, Fort Myers  
June 9  
Yappy Hour, Fort Myers  
June 10  
National Marina Day at Fishermen's Village, Punta Gorda  
June 10  
Free Family Fun Day Stormy Seasons, Miami  
June 10  
Florida Keys Community College Swim Around Key West, Key West  
June 10  
Supercar Saturdays Florida, Fort Lauderdale  
June 10  
Wynwood Artwalk, Miami  
June 10-11  
Redland Summer Fruit Festival, Homestead  
June 11  
Full Moon Kayak Tour, North Miami  
June 14, 28  
Jupiter Lighthouse Sunset Tour, Jupiter  
June 14-18  
American Black Film

Now Miami Beach has passed a rule banned advertising vessels from some of the waters within its jurisdiction. During a meeting Wednesday, the city commission voted unanimously in favor of the ban, proposed by Commissioner Michael Grieco.

'All I know is that it's really obnoxious and intrusive to people when you're riding up and down in a billboard,' Commissioner Kristen Rosen Gonzalez told the owner of the company in question, Ballyhoo Media. 'You come to the beach because it's a kind of tropical paradise. The last thing you need is a boat with a billboard right in your face.'

The vote came despite the arguments of Ballyhoo Media owner Adam Shapiro, who he loves the beach and believes his company will help instead of hurt it by offering a cheaper, quicker way to reach customers and make announcements..."

-- Brittany Shammass, Miami New Times.

[Read entire article](#)

## Legal: "Business owner challenges Orange Park ban on inflatable Super Marioa"



Festival, Miami  
June 15  
Alive After Five, Punta  
Gorda  
June 17  
SummerJazz on the Gulf,  
Naples  
June 17-18  
Downtown Venice Craft  
Festival, Venice

## North

June 2-3  
Drake's Raid, St Augustine  
June 2, 3, 5  
Billy Bowlegs Pirate  
Festival, Fort Walton  
Beach  
June 3  
Wellborn Blueberry  
Festival, Wellborn  
June 3  
Guided Tour at Kanapaha  
Botanical Gardens,  
Gainesville  
June 3  
Watermelon Festival,  
Chiefland  
June 4  
Florida Safari, Ocala  
June 9-10  
The Ride for Hope,  
Tallahassee  
June 7, 14, 21, 28  
Music by the Sea,  
St Augustine Beach  
June 10  
Artrageous Artwalk,  
Fernandina Beach  
June 10  
St George Island Mullet  
Toss, St George Island  
June 10  
Tri The Island Triathlon,  
Pensacola  
June 11  
Gainesville Indie Flea,  
Gainesville  
June 15-17, 22-24  
St Augustine Music  
Festival, St Augustine  
June 16-17  
Watermelon Festival,

Photo: Orlando.com

"...The owner of a video game store is challenging an Orange Park law that prohibits him from setting up an inflatable Super Mario outside his store. Scott Fisher, the owner of Gone Broke Gaming, used a 10-foot inflatable version of the classic video game character last summer to attract attention to his business at 686 Kingsley Ave., but was told to take it down or face a \$100-a-day fine.

'Running a small business isn't easy from the start,' Fisher said. 'Then having the city tell me they're going to cut some of my profits out from under me in the form of not having my advertising, it kind of hurts.'

Orange Park law bans business owners from installing inflatables or other portable displays that convey a message related to their business. Fisher said his business is set back 30 feet from the street and sales have suffered without the iconic character out front. He said Super Mario drew attention to his small storefront and it became an attraction for both kids and adults.

Fisher's lawsuit argues that Orange Park's sign code, one of many similarly restrictive codes across the country, violates the free speech protections of the First Amendment to the U.S. Constitution.

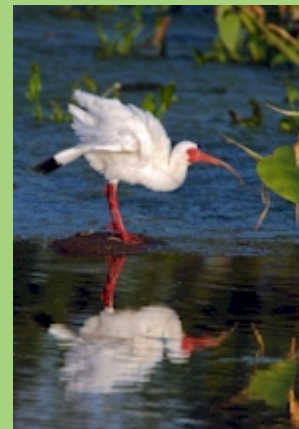
In his lawsuit, Fisher claims that he's allowed to have seasonal decorations, but not ones with a 'commercial message.'

'The best idea wins. There could be three or four video game stores in the local area, but if I happen to have the idea to put a Mario in front of mine and it draws more business, that's exactly what the First Amendment is there to protect,' Fisher said.

The attorney for the town of Orange Park told News4Jax that he has not seen the lawsuit and he would not be comfortable giving any comment until he has reviewed it.

Monticello  
June 17  
Battle of Bloody Mose  
Anniversary  
Commemoration, Fort  
Mose Historic State Park

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





Princess Toadstool was not available for comment."

-- Chris Parentea, ClickOrlando.com

[Read entire article](#)

## Technology: E-Ink Signs

"The medium is the message as Sydney installs electronic traffic signs"



Photo: Visionect

"Where I live, the sign tells me that there's no parking between midnight and 7 a.m. on the 1st to the 16th of the month, except for November to March when there is. No wonder the bulk of the parking tickets I get are from misreading the signs. Then there's the visual clutter. They are just ugly.

That's why these new electronic street signs that were installed in Sydney, Australia, are so interesting. They are made with E-Ink, the stuff of Kindles and Nooks, which is readable in sunlight and

uses 99 percent less power than LEDs. That's because it is 'bi-stable' — it only consumes power when it's changing from one color to the other, as if you were flipping a coin. It's also reflective, not pumping out light like an LED does. So once the sign is set, it holds that message until it's changed.

Changing signs is expensive. According to Visionect, the company that built the Sydney signs, Los Angeles spent \$9.5 million putting up 558,000 temporary parking restriction signs in a single year, 'a strain on staff and resources that can be reduced by implementing permanent e-paper signs with content easily customizable via cellular networks.'

The signs are not being used everywhere yet; the company told The Register that "the technology came about through staff who saw the potential of e-reader technology to display real time information about clearways to manage traffic flows during special events." It's still too expensive to use for every parking sign, which is a shame; they could do so much more.

I'm reminded of Steve Martin's wonderful movie, 'L.A. Story,' where the road signs offer all kinds of useful advice. This could be a start of a whole wonderful new world of urban interaction and communication."

-- Lloyd Alter, MMN

[Read entire article](#)