

Scenic Watch



Covering
News From
Oct
2017

Legal:
"Dora Council not budging on
'Starry Night' mural"



Photo: Tom Benitez, Daily Commercial

"The clock continues to tick for a Mount Dora homeowner to paint over a massive mural adorning her house after the City Council declined Thursday



Fun Festivals
and Events

Central

Oct 27-Nov 12
Space Coast Fair, Viera
Nov 3-5
Sebastian Clambake,

night to suspend fines until a court sorts out the dispute.

Early this year, Nancy Nemhauser commissioned a stylized representation of Vincent Van Gogh's 'Starry Night' on a masonry wall outside her home. City code officers initially classified the work as graffiti and ordered it painted over, but the city's Code Enforcement Department and staff recently reclassified it as an illegal sign. The decision was upheld on Sept. 29 by a city magistrate, who gave Nemhauser 30 days to paint over the mural or face fines.

Undeterred, Nemhauser's artist, Richard Barrenchea, is extending the mural to cover the entire outside of the house.

On Thursday, Nemhauser's attorney, James Homich, asked the council to suspend the magistrate's order while he takes his case to Circuit Court.

He noted that the city did so for Main Street Leasing, which had five large signs on the side of its downtown building that officials deemed illegal.

Homich asked for the same consideration for Nemhauser. The council declined.

He accused the city of 'selective enforcement...'

City Manager Robin Hayes told the council that she asked for a stay on the sign violations against Main Street Leasing and 13 other cited businesses to give staff and council time to review the ordinance.

But Hayes noted there are different sign regulations for businesses than for residences and reminded council that they will have a chance to review the business sign ordinance at a future workshop. She suggested a separate workshop to review the sign ordinance for residences and for murals... "

--Roxanne Brown, Daily Commercial

Sebastian
Nov 3
Two-Headed Calf Fest, St Petersburg
Nov 4
Safety Harbor Wine Festival, Safety Harbor
Nov 4
DeLand Original Music Festival, DeLand
Nov 4
Stone Crab Jam, Crystal River
Nov 4-5
30th Annual Downtown Venice Art Festival, Venice
Nov 4-5
Ruskin Seafood Festival, Ruskin
Nov 4-5, 11-12, 18-19
Medieval Fair, Sarasota
Nov 4-5
The Fall Fiesta in the Park, Orlando
Nov 4-5
Halifax Art Festival, Daytona Beach
Nov 4-5, 11-12
Lady of the Lakes Renaissance Faire, Tavares
Nov 5
Art LAB, Tampa
Nov 5
Conga Caliente Festival, Tampa
Nov 5
Orlando Japan Festival, Orlando
Nov 5-6
41st Annual Fall County Jamboree, Barberville
Nov 9-12
Greek Festival, Daytona Beach
Nov 10-12
Maitland Rotary Art Festival, Maitland
Nov 10-12
Native Rhythms Festival, Melbourne
Nov 10-12
Sponge Docks Seafood Festival, Tarpon Springs
Nov 10-12
RibFest, St Petersburg

[Read entire article](#)

Miami: "Stay dry or stay online? At bus stops, it's free Wi-Fi versus shelters."



Photo: C.M. Guerrero

"A cutting-edge network of interactive digital kiosks for Miami-Dade's transit system may cost passengers an old-fashioned perk: shelter from the rain and the sun.

Outfront Media, the company that builds county bus shelters in exchange for selling ad space on the structures, recently warned it may have to abandon the venture if a rival company installs as many as 300 Wi-Fi-enabled kiosks at bus stops across the county. The kiosk company, Civiq, won a deal in January to spend about \$20 million bringing the technology to Miami-Dade at no charge, partly in exchange for selling ads on the nearly 10-foot-tall pylons.

'We understand that the objectives of the digital kiosk program are fantastic – to provide free Wi-Fi to transit riders,' Outfront lobbyist Michael Llorente told county commissioners at a recent hearing. 'But I can assure you that if that program is funded by essentially cannibalizing some of our top-producing

Nov 10-13
Siesta Key Crystal Classic
Masters' Sandsculpting
Competition, Siesta Key
Beach
Nov 11
Symphony on the Sand,
Anna Maria Island
Nov 11
Veterans Day Parade,
Orlando
Nov 11-12
Homosassa Arts, Crafts
and Seafood Festival, Old
Homosassa
Nov 11-12
St Armands Circle Art
Festival, Sarasota
Nov 15-19
Annual Standing Ovation's
Master's Cup, Treasure
Island
Nov 18
Folk 'n Fruit Fest, Safety
Harbor
Nov 18
Downtown Melbourne Food
& Wine Festival
Nov 18-19
Sarasota Fine Arts
Festival, Sarasota
Nov 18-19
DeLand Fall Festival of the
Arts, DeLand
Nov 20-Jan 1
Space Coast Light Fest,
Melbourne
Nov 23-26
Annual Daytona Turkey
Run, Daytona
Nov 24-26
Cocoa Beach Art Show &
Music Fest, Cocoa Beach
Nov 26
DeLand Indie Market,
DeLand
Nov 25-26
Space Coast Art Festival,
Cape Canaveral
Nov 25-26
Sponge Docks Arts & Crafts
Festival, Tarpon Springs
Nov 26
Light Up Mount Dora,
Mount Dora
Nov 27-Jan 2

bus shelters, a lot of those riders are going to be surfing the Internet under the sun and the rain. Because the money is simply not going to be there for the bus shelters.'

County vendors often warn of financial ruin if the government allows competition, and Outfront has millions invested in its near-monopoly on advertising throughout South Florida's public-transportation system. It already wraps national brands around Miami-Dade Metromover cars, county buses and on placards at all Metrorail stations under an exclusive contract approved in 2015..."

--Douglas Hanks, Miami Herald

[Read entire article](#)

Complete Streets:
"On Sunday, a large swath of St. Pete's Central Avenue will close to vehicle traffic – here's why"



Photo: Cherie Diez, Tampa Bay Times

"Walking. It's an incredibly easy way for most people to get around. It typically involves fresh air. You don't need a seat belt. The fuel you use comes not from the ground via some harmful drilling practice, but literally from you. Yet despite all this and more,

A December to Remember, Daytona Beach

South

Nov 1-5
Fort Lauderdale International Boat Show, Fort Lauderdale
Nov 2-5
Sanibel Island Writers Conference, Sanibel Island
Nov 3-4
American Indian Arts Celebration, Big Cypress Seminole Indian Reservation
Nov 3-5
Feast of Little Italy, Jupiter
Nov 4
Florida Panther Festival, Naples
Nov 4-5
Swamp Buggy Classic, Naples
Nov 5
2017 Marco Craft Beer & Fine Food Festival, Marco Island
Nov 5
Taste of the Town, Fort Myers
Nov 6-12
Paint the Beach Festival, Fort Myers Beach
Nov 9-12
Cape Coral Coconut Festival, Cape Coral
Nov 10-12
The Annual Ramble, A Garden Festival, Coral Gables
Nov 10-12
Anime Iwai Soar, Deerfield Beach
Nov 11
Small Press Fair, Fort Lauderdale
Nov 15-19
Key West Film Festival, Key West
Nov 17-26
American Sandsculpting Championship, Fort Myers

walking is incredibly underrated...

A group of environmental and consumer advocates wants to help change that, though.

On Sunday, as part of the Open Streets St. Pete event, representatives from Florida Consumer Action Network will create a pop-up Complete Streets scene, including a 'parklet,' or small park-like area along the sidewalk ideal for reading, sitting and observing nature or playing games. They'll also install a temporary 'bulb-out,' which is a patch of sidewalk that extends out into the street as a means of slowing auto traffic and making more room for pedestrians and outside restaurant seating...

FCAN members also hope to educate the public on pedestrian safety, given the Tampa Bay area's reputation for being grossly unsafe for pedestrians.

The overarching event, Open Streets St. Pete, aims to bring families (and pets) out to Central Avenue between Dr. Martin Luther King Jr. and 21st streets, a swath of Central Avenue they'll be able to traverse freely without worrying about whether a car will blow a stop sign or fail to yield.

'For one day, Central Avenue will be closed to cars and opened up for people to walk, bike, and have fun,' said Lisa Frank, a campaign organizer with FCAN. 'To make streets safe for people every day, we need to build Complete Streets improvements like bulb-outs, which extend the sidewalk and provide space for trees, restaurant seating and more while slowing down traffic.'

--Kate Bradshaw, Creative Loafing

[Read entire article](#)

[Additional article from Tampa Bay Times](#)

"Bellevue start-up creates human

Beach
Nov 18
Sunny Isles Beach Jazz
Fest, Sunny Isles Beach
Nov 18-19
Old Florida Festival,
Naples
Nov 18-19
Biannual Estero Fine Art
Show, Estero
Nov 18-19
Harvest Festival, Miami
Nov 25
Big Pine & The Lower Keys
Island Art Festival, Big
Pine & The Lower Keys
Nov 30
Fort Lauderdale
Flamingo, Fort
Lauderdale

North

Nov 2-13
Foo Foo Fest, Pensacola
Nov 3-4
Florida Seafood Festival,
Apalachicola
Nov 3-5
Great Gulfcoast Arts
Festival, Pensacola
Nov 3-5
Pensacola Buskers
Festival, Pensacola
Nov 5
Great Chowder Debate
2017, St Augustine
Nov 8-11
Emerald Coast Cruzin',
Panama City Beach
Nov 9-19
Frank Brown Songwriters
Festival, Perdido Key
Nov 9-11
Fall Palatka Bluegrass
Festival, Palatka
Nov 11
28th Annual Arts & Crafts
Festival, Pensacola
Nov 11
Veterans Day Free
Admission at Castillo de
San Marcos, St Augustine
Nov 11-12

digital billboards"



Video: KIRO7

"A start-up in Bellevue has taken the concept of billboards, made it digital, and a lot smaller. Nomad has launched the product on college campuses around the country -- starting with the University of Washington.

On the way to class on Monday, Derek Ishii made \$15 on the University of Washington campus.

You've probably seen a human sandwich board before — those people who wear advertisements like a poncho. Think of Ishii as the millennial version of that.

'On my way to class, I just open up the app, click the start advertising button,' Derek told us, showing us the iPad he straps to his backpack or the front of his chest.

He's a 'nomad' — working for the Bellevue start-up with the same name.

Jonah Friedl, 23 — barely out of college himself — founded the company when a restaurant he worked for while attending Washington State University tasked him with developing a unique strategy to attract student customers.

'If we want to put people on campus, put these

Downtown Festival & Art Show, Gainesville
Nov 17-18
Chili Vibrations World Music Festival & Chili Cook-Off, Panama City Beach
Nov 18
Ancient City Auto Show, St Augustine
Nov 18
Super Scenic 72-Mile Garage Sale, St Augustine
Nov 18
Rainbow Springs Art Festival, Dunnellon
Nov 18-19
Yankeetown Seafood and Arts Festival, Yankeetown
Nov 24
Historic Apalachicola Annual Christmas Celebration, Apalachicola
Nov 25-26
Arts & Craft Festival, St Augustine

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



representatives on campus — it's really hard to do that — hard to track, hard to manage,' Friedl said. 'So we thought we could build some technology to help us out with that.'

Here's how it works: A brand like KIRO 7 will advertise on the screen. The nomad then wears the screen around campus. Due to sensors in the screen, the company can tell which areas they go to and how many interactions they have.

Then, Friedl tracks it.

'This shows density of exposure—where they're getting the most impressions," he told us, showing us a map of the University of Washington campus on his computer, with areas highlighted like weather radar.

Sometimes impressions mean handing out a coupon card with a code, seeing how many are redeemed -- 'and then correlate sales or app downloads and attribute that to Nomad," Jonah said.

The nomads themselves — mostly college students — can lease an iPad from Nomad (the company) or use their own..."

--Joanna Small, KIRO7

[View video and read entire article](#)

St. Petersburg:
City Council members say NO to
bus shelter advertising



Video: City of St. Petersburg

"The spread of commercial culture into some of our most valued public spaces - from our public roadways to educational institutions and health care facilities is putting 'in your face' advertising in places that - unlike your television or radio - you can't turn off.

Should we permit corporations to turn our every waking moment into one long advertisement? Scenic St. Petersburg thinks not.

In early 2017 a company approached the City for permission to install 23 new "advertising shelters" (this is PSTA's term for these structures). This company has already installed sixty advertising shelters in other parts of the county. Currently, such roadside advertising is illegal in St. Petersburg.

In order to fund these shelters the city had proposed entering into an agreement which would allow advertising on bus shelters in the public right-of-way. Thanks to the feedback received from neighborhoods and individuals the city's Public Safety and Infrastructure Committee decided on October 26th NOT to refer the proposal to the Legal department for development of an agreement, but instead directed the city's Administration to find a way to fund not 23, but 36 or more bus shelters without advertising!

As importantly, these shelters will be located where the bus rider's need is greatest, not just where the advertising space can be sold.

Kudo's to Council member Darden Rice for finding a 'win-win' way to meet the needs of our community without spoiling the landscape that makes St. Petersburg so special. We also appreciate the comments of the candidates for Mayor of the City of St. Petersburg regarding selling advertising in public spaces.

In case you are wondering what these shelters would have been like, here's some examples. Note the poor maintenance; apparently the PSTA's existing contract with Signal Outdoor is not being enforced."

-- Scenic St. Petersburg

[View Video](#)

