

Scenic Watch



Covering
News From
March
2018

Digital Billboard Safety: New research included in Verdian Group Compendium

Verdian group has just published an up-to-date Compendium of billboard traffic safety research which includes information on 22 studies conducted worldwide between 2008-2018.

The most recent study from Belgium (2018) adds to the growing body of evidence that roadside digital billboards do distract motorists from the task of driving.

[Download Compendium via Scenic America](#)

[Visit Verdian Group](#)

"Lovely as a tree

The greening of a highway



Fun Festivals and Events

Central

April 1-2
Tarpon Springs Sponge
Docks Art and Craft
Festival, Tarpon Springs
April 4
Pictures Worth a

interchange"



Photo: Air Force

"A team of Air Force volunteers and soil conservationists has completed a project to beautify five acres at the intersection of State Road 85 and the Spence Parkway in Niceville. The project included transferring 224 cubic yards of top-soil from a pond restoration project on Eglin Air Force Base to the site, adding fertilizer and mulch, planting Florida nativewildflower seeds, and planting 565 longleaf pine seedlings and 57 saw palmettos...

A key component to the project's approval was finding an entity willing to take over upkeep of the land. The city of Niceville agreed to take on the task...the project area, which, like the rest of the Spence Parkway right of way, is built on Air Force land. A grant from National PublicLands Day, a part of the National Environment Education Foundation, funded \$5,808 of the project. An in-kind donation from Eglin AirForce Base of \$2,121 covered the remaining cost, bringing the total reported price tag to \$7,930.

Thousand Words - Poetry workshop, New Smyrna Beach

April 6-15

Florida Film Festival, Orlando

April 6-8

Tampa Bay Blues Festival, St Petersburg

April 7

First Saturday Jam, Barberville

April 7-8

Downtown Sarasota Craft Festival, Sarasota

April 10-15

Sun n Fun International Fly-in and Expo, Lakeland

April 12-14

Celebration Exotic Car Festival, Celebration, Orlando and Daytona Beach

April 13-15

Grant BBQ Fest, Grant

April 13-22

Sarasota Film Festival, Sarasota

April 14

Spring Central Florida Car Show, Cocoa

April 14-15

Blues at the Winery, Clermont

April 21

Earth Day, Orlando

April 21

Downtown DeLand Classic Car Cruise-In, DeLand

April 22

Art Walk, Sanford

April 19-21

Florida Music Festival, Orlando

April 27-29

Leesburg Bike Fest, Leesburg

April 28-29

Cocoa Beach Uncorked, Cocoa Beach

April 28-29

Siesta Fiesta, Sarasota

April 28-29

Pepper Fest, Pinellas Park

April 29

Climb to the Moon, Ponce

-- Jacob Fuller, Bay Beacon

[Visit the Bay Beacon here](#)

"FPL seeks pilot program to test underground powerlines"



Photo: Sun Sentinel

"Florida Power & Light Co. is planning a pilot program to put utility lines underground in not-yet-identified neighborhoods in the state...

FPL said September's Hurricane Irma showed that underground main powerlines are more resilient in general, and during storms because they can't be downed by trees and overgrown vegetation – the prime reason that 90 percent of FPL's customers experienced an outage.

During Irma, 69 percent of hardened, overhead main powerlines and 82 percent of non-hardened main powerlines experienced outages, while only 19 percent of underground main lines lost power, FPL said in response to Sun Sentinel questions.

FPL said it plans to seek the Florida Public Service Commission's approval for the pilot in locations somewhere in its 35-county service territory, 'to

Inlet

South

April 6

GMSH Tour, Miami Beach

April 6

JM Lexus Sunday Jazz Brunch, Fort Lauderdale

April 8

BBQ, Bands and Brew, Fort Myers

April 8-10

Barret-Jackson Auto Auction, West Palm Beach

April 13-15

The Annual Delray Affair, Delray Beach

April 13-15

Sharks Tooth Festival, Venice

April 14

South Beach Scandals Tour, Miami Beach

April 14

Seven-Mile Bridge Run, Marathon

April 14

Black Gold Jubilee Festival, Belle Glade

April 15

Tampa Indie Flea, Tampa

April 19

Downtown Gallery Walk, Punta Gorda

April 21

Cardboard Boat Regatta, Cape Coral

April 21

Earth Day 5k, Key WeSt

April 22-23

Mainsail Arts Festival, St Petersburg

April 25-29

Fort Myers Beach Film Festival, Fort Myers Beach

April 26-29

Key West Paddleboard Classic, Key WeSt

April 27-29

Pompano Beach Seafood Festival, Pompano Beach

Until April 27

BBC Earth Presents Incredible Predators 3D,

determine which powerlines would benefit the most from undergrounding to enhance overall reliability,' FPL spokesman Bill Orlove said..."

-- Marcia Heroux Pounds, Sun Sentinel

[Read entire article](#)

Digital billboards coming to a Florida beach near you? "Okaloosa focuses on beach safety"



Photo: Wikipedia

"Okaloosa County officials hope a new public beach safety campaign will help educate visitors about the beach flag warning system, Gulf of Mexico currents and marine life..."

On Tuesday, the County Commission unanimously approved spending up to \$200,000 in TDD promotional reserve funds for the new beach safety campaign.

The funding includes \$119,217.50 that will be paid

Fort Lauderdale
April 27-29
SoFlo Cake and Candy
Expo, Miami
April 28
Sweet Corn Fiesta, West
Palm Beach

North

Until April 7
Clay County Agricultural
Fair, Green Cove Springs
April 5-7
Antique Tractor and
Engine Show, White
Springs
April 5
Guest Chef Cocktail
Party, Gainesville
April 6
First Friday at Railroad
Square Art Park,
Tallahassee
April 6
First Friday Art Walk, St
Augustine
April 6-7
Springtime Tallahassee
Festival, Tallahassee
April 6-8
Pensacola Jazz Fest,
Pensacola
April 6-8
Suwanee River Paddling
Festival, Suwanee County
April 6-8
St Augustine Rhythm and
Ribs Festival, St Augustine
April 6-8
Springing the Blues,
Jacksonville Beach
April 6-21
Flying High Circus,
Tallahassee
April 7
O'Leno Ole' Chili Cook-Off
and Springs Celebration,
High Springs
April 7-8
Spring Arts Festival,
Gainesville
April 12-15
Tall Ships America,
Pensacola

to St. Petersburg-based Aqua Marketing & Communications for billboard advertising.

Digital and vinyl billboards containing information about the beach flag system, currents and marine life are planned to be installed at various locations...

Adams said the exact locations of the billboards are being negotiated...

In addition, the campaign will feature location-based, digital beach safety alerts that will appear on smartphones once drivers enter a 'geo-fence,' which is a virtual boundary around a real-world geographic area...

Such push notifications could include 'Welcome to Destin-Fort Walton Beach. Red flags are flying,' Adams said."

-- Tony Judnich, nwfdailynews.com

[Read entire article](#)

Jacksonville

A sense of place: The human experience is vital for Downtown's success

April 13-15

ADRL Spring Drags,
Gainesville

April 13-15

Word of South Festival,
Tallahassee

April 14

Free Admission to Castillo
de San Marcos, St
Augustine

April 14 -15

The Makery - Spring
Market, Jacksonville

April 15

Jest Fest, Gainesville

April 18-22

Florida's Birding and
Photo Fest, Ponte Vedra
Beach

April 18-22

Seabreeze Jazz Festival,
Panama City Beach

April 20-21

Pink Ribbon Tennis
Tournament, Pensacola

April 21

TOUR Guide - The FSU
Reservation, Tallahassee

April 21

Tallahassee Pridefest,
Tallahassee

April 21-22

LeMoyne Chain of Parks
Art Festival, Tallahassee

April 23-24

5th Ave Arts Festival,
Gainesville

April 26

Wine and Cheese
Curator's Tour,
Tallahassee

April 28

Bostwick Blueberry
Festival, Bostwick

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



Illustration: Elkus Manfredi Architects

"You can find your way to Downtown by looking for our striking skyline of tall, grand buildings, even from miles away over the St. Johns or from the interstate. But once you're there, on the ground, about all you see are the bottoms of those tall, grand buildings and their parking lots. What people are there hustle from car to office and back to car, coming and going on those efficient one-way streets...

The current campaign to revitalize Downtown includes more grand buildings within a master plan and public-private partnerships and the politics of city subsidies and all that, but this time, the builders also need to think about the essential ingredient: people.

After all, the 'vital' in revitalization refers to life, having good energy, liveliness or force of personality. So revitalizing Downtown means repeopling it.

Much of that will be residents, as apartments and condos are sprouting or being planned all around Downtown, toward the goal of a critical mass of 10,000 people.

But it also must include people who come Downtown because it's fun, interesting or comfortable, just to



hang out, maybe lingering after their workday before beginning the trudge back out to the suburbs or the beach...

Everyone focused on revitalization must understand that what we are after is a Downtown that, rather than just being building-defined, is people-fueled.

'Public places are a stage for our public lives,' says the Project for Public Spaces, a non-profit that helps cities create and sustain such spaces to build community.

'They are the parks where celebrations are held, where marathons end, where children learn the skills of a sport, where the seasons are marked and where cultures mix. They are the streets and sidewalks in front of homes and businesses where friends run into each other and where exchanges both social and economic take place.

'They are the 'front porches' of our public institutions – city halls, libraries and post offices – where we interact with each other and with government.

'When cities and neighborhoods have thriving public spaces, residents have a strong sense of community; conversely, when they are lacking, they may feel less connected to each other.'

Placemaking can be happenstance or a sort of human engineering that can be used for an entire community or for a piece of a city block. 'It's a spectrum,' said Tony Allegretti, executive director of the Cultural Council of Greater Jacksonville. 'On one end, just throw a chair out, and on the other end, a multi-faceted experience cluster of retail, outdoor dining, etc. I'm more grassroots: It's not about infrastructure at all, just something that gets the community together.'

Jake Gordon, CEO of Downtown Vision, offers a more structural definition: 'To me, placemaking is a multi-faceted approach to the planning, design and

management of public spaces. It capitalizes on a local community's assets, inspiration and potential, with the intention of creating public spaces that promote people's health, happiness and well-being.'

When 140 Jacksonville leaders went on a fact-finding trip to Toronto in November, they heard Rob Spanier, a partner in an international real estate firm called LiveWorkLearnPlay, talk about creating 'iconic and thriving' mixed-use neighborhoods where 'people love visiting and wish they could live that life,' college and resort towns, for example.

Spanier's work, some of it for Tallahassee, focuses on placemaking for entire communities, built around strategizing to attract people and engage community. One approach is to actually compete with malls through innovations like 'interactive retail,' pop-up shops and adventure experiences, 'things to do, not just buy things.'

'It's happening everywhere,' he said, and 'Jacksonville is perfect.'..."

-- Frank Denton, The Florida Times-Union

[Read entire article](#)

