

Scenic Watch



April
2016

Fox News Video: "Digital billboards along roadway distracting motorists"



Video: Fox News

"Media puts spotlight on digital billboard safety concerns"

"A growing number of media outlets are putting the spotlight on safety concerns around digital billboards after the release of a compendium of studies showing the bright, blinking signs are distracting drivers.

The [compendium](#), first highlighted by the public interest reporting group [FairWarning](#), includes a recent study that found traffic accidents in Florida and Alabama increased 25% and 29%, respectively, where digital billboards have been erected. The FairWarning



Fun Festivals
and Events

Central
and West

April 29-May 1
Orchid Show and Sale, Merritt
Island
April 30-May 1
St Johns River Festival of the Arts,
Sanford
May 5
Cinco de Mayo Celebration, New
Smyrna Beach
May 6
Jazz Friday at Foosaner Museum of
Art, Melbourne
May 7
First Saturday Jam, Barberville

piece has been republished by several outlets including [California's Capitol Weekly](#) and the Florida Bulldog.

Now the national Fox News Network has aired a report on the concern about driver safety near digital billboards. Click here to view the story by Fox News reporter William La Jeunesse.

-- William La Jeunesse, [Fox News](#)

Jacksonville:

Bill Brinton wins Jake Godbold Award



Photo: Scenic Jacksonville

Note: Luke Graham accepted the award on Bill Brinton's behalf during the event.

"The Keep Jacksonville Beautiful Commission (KJB) hosted an educational fundraiser event to honor local attorney Bill Brinton for his advocacy for the city's sign ordinance.

The event will also recognized site captains, sponsors, volunteers, partners and organizations for their efforts to clean up and beautify Jacksonville during KJB events in 2015...

Local attorney and sign ordinance advocate William,

- May 7
WaZoo Beerfest, Tampa
- May 7
Siesta Key Sand Sculpture Contest, Siesta Key
- May 7
Food and Wine on Pine, Anna Maria Island
- May 7
Temple Terrace Craft BrewFest, Temple Terrace
- May 7-8
Downtown Sarasota Craft Fair, Sarasota
- May 7-8
Mayfaire-by-the-Lake, Lakeland
- May 7-8
Mother's Day at the Gardens, Lake Wales
- May 12
Alive After 5, Sanford
- May 12-14
Harvey Milk Festival, Sarasota
- May 13
Art and Music in the Park, Casselberry
- May 13
Friday Family Fest, Melbourne
- May 19-20
Tarpon Festival and Tournament, Boca Grande
- May 21
Rockledge Gardens Fairy Festival, Rockledge
- May 21
Climb to the Moon, Ponce Inlet
- May 21
DeSoto County Watermelon Festival, Arcadia
- May 21
Cruisin' Downtown DeLand Classic Car Show, DeLand
- May 21
Art Walk, Sanford
- May 26-29
Megacon, Orlando
- May 27-29
Country 500, Daytona Beach
- May 28
Wine and Art Walk on Flagler, New Smyrna Beach
- May 28
Venice Brew Bash V, Venice
- May 28-29
Sunset Music Festival, Tampa
- May 28-30
Former Mermaids Perform, Spring Hill

South

- April 27 - May 1
SunFest, West Palm Beach
- May 1
Taste of the Beach, Fort Myers
- May 1
Greynolds Park Annual Love-In, North Miami Beach
- May 1
Sunday Jazz Brunch, Fort Lauderdale
- May 4-8

"Bill" Brinton was presented with the 'Jake Godbold' award. Brinton was being recognized for land use litigation involving bill boards...

The Keep Jacksonville Beautiful Commission is comprised of representatives from the public, private and not-for-profit sectors appointed by the mayor of Jacksonville. An affiliate of Keep America Beautiful, KJB was created in 1983 to support community beautification, enhance community pride and improve the quality of life in Jacksonville through provision of outreach and educational activities and programming."

-- City of Jacksonville

[Visit Facebook page of Keep Jacksonville Beautiful](#)

Scenic America Whitepaper



TAKING THE LONG VIEW

A Proposal for Realizing America the Beautiful

*Scenic*America

Key West Songwriters' Festival,
Key West
May 6-7
West Palm Beach Antiques
Festival, West Palm Beach
May 12-15
Key Largo Original Music Festival,
Key Largo
May 12-15
Discovery Series, Miami Beach
May 13
Redland International Orchid
Show, Homestead
May 13-15
Sunshine State Games Spring
Festival, Broward County
May 14
Battle in the Bay Dragon Boat
Festival, Marathon
May 14
Turtle Trot 5K, Fort Myers
May 14
Great Dock Canoe Race, Naples
May 18-19
Harry S
Truman Legacy Symposium, Key
West
May 19
Third Thursday Art Walk,
Islamorada
May 19
Downtown Gallery Walk, Punta
Gorda
May 21
Bunfest (Bunny Rabbits), Stuart
May 21-22
KEYS100 Ultra-Marathon, Florida
Keys
May 27-29
Annual Watermelon Festival, Fort
Myers
May 28
Jazz & Art On The Riverwalk,
Jupiter
May 28-29
Downtown Delray Beach Craft
Festival, Delray Beach
May 30
Myakka River Blues Festival,
Venice
May 30
Palm Beach Jerk & Caribbean
Culture Festival, West Palm Beach

North

April 27-May 1
Thunder Beach Spring Rally,
Panama City Beach
April 28-May 1
Isle of Eight Flags Shrimp Festival,
Fernandina Beach
April 29-May 1
Pensacola Crawfish Festival,
Pensacola
April 29-May 1
Gamble Rogers Folk Festival, St
Augustine
May 6-7
Spring Tour of Historic Homes,
Apalachicola
May 6-15

"*Taking the Long View* was written by the Board of Directors and staff of Scenic America with help from allies and partners in the scenic conservation movement. It is part of our efforts to recognize the 50th anniversaries of the White House Conference on Natural Beauty and the Highway Beautification Act and honor the legacies of scenic visionaries like President and Lady Bird Johnson and Laurance S. Rockefeller.

We intend for *Taking the Long View* to serve as a blueprint for the work of Scenic America, our affiliates and the broader scenic conservation movement in the coming years.

Each of its five overarching issue areas is illuminated by the challenges that we see most pressing and the solutions that we believe need to be implemented to address those challenges..."

-- Scenic America

[Visit their website here](#) to download your copy!

The Economist highlights Florida development trend:



Image: The Economist, Livemetropica.com

Romanza Festivale Week, St Augustine
May 10-15
The Players Championship, Ponte Vedra Beach
May 14
Windsor Zucchini Festival, Windsor
May 20
Emancipation Day Celebration, Tallahassee
May 20-22
Wild Amelia Nature Festival, Amelia Island
May 26-29
Jacksonville Jazz Festival, Jacksonville
May 21
Newberry Watermelon Festival, Newberry
May 21
Tupelo Honey Festival, Wewahitchka
May 27
River Rhythms, Ocala
May 27-29
Florida Folk Festival, White Springs
May 27-30
Blue Crab Festival, Palatka

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



"The future of cities - Ersatz urbanism -
Instant, ready-made downtowns bulldoze the
distinction between city and suburb"

"American suburbs don't come much more ordinary
than Sunrise. In street after street, modest single-
storey houses sit behind grass yards dotted with
bougainvillea bushes and palm trees...

On the edge of Sunrise, next to the Florida Everglades,
eight modernist blocks of flats (the first of them 28
stories high) are to rise, along with offices, car parks
and a shopping street including restaurants and a
cinema.

Erick Collazo of Metropica Holdings, the developer,
says the idea is to build a downtown in suburbia.
Metropica, as the 26-hectare complex is called, will not
really be a downtown. Because of what it suggests
about the future of cities and suburbs, it will be more
interesting than that.

Florida rivals southern California as the rich world's
most inventive, exuberant urban laboratory. The
architectural movement known as new urbanism took
off there, producing two settlements that tried to
bottle the essence of small-town America: Seaside (the
setting for 'The Truman Show') and Celebration, built
by the Walt Disney Company. If you want to see out
your last years playing golf there is nowhere better:
one huge retirement community, known as The
Villages, has 48 courses.

Today the fad in south Florida is not golf villages or
retro towns but ready-made city centres. Half an
hour's drive south of Sunrise, another Metropica-like
development, City Place Doral, is under construction.
Two others with even taller towers, Miami Worldcentre
and Brickell City Centre, are going up in central Miami.
A huge development called SoLe Mia will rise in north
Miami. All will combine 'walkable' shopping streets,
offices and homes—mostly two- and three-bedroom
flats in towers. Similar developments have appeared in
other American cities, and beyond. But Florida is being
overrun.

Builders call these developments 'mixed-use', a term that fails to capture what they are up to. The idea of combining flats, offices and shops even in a single building is not new: look at an old New York district like Chelsea. Metropica and its kin try to create urban cores in places that lack them. Whereas new urbanist settlements often promote a small-town ideal, these sell big-city life, which is why they have words like 'metro', 'city' and 'centre' in their names. The salesmen claim that residents will be able to live, work and be entertained in a single district.

Ersatz city centres are multiplying now partly because it takes about this long after a financial crisis to begin a big project. Another reason is the rising price of land. Jeffrey Soffer of Turnberry Associates, a big Miami developer, points out that south Florida has almost run out of room to sprawl. Pinched between the Everglades in the west and the Atlantic in the east, it must go up. And although some cities, including Miami, are probably building too many high-rise flats, demand is fairly strong. Foreigners want to own them (most of the people buying flats in Metropica are Latin Americans) and young Americans want to rent them, partly because they find it hard to get mortgages to buy family homes. The towers are growing bigger: 48% of flats constructed in America in 2014 were in buildings with at least 50 units.

Mixed-use development is also being pushed by politicians. They have tweaked the zoning rules that normally separate homes, offices and shops, and allowed taller buildings: Miami approved a more relaxed zoning code in 2009. Rules that require a minimum number of parking spaces to be constructed for every new restaurant table or every 100 square metres of office may also be softened in mixed-use developments. The developers claim, reasonably, that the same parking space can be used by a worker during the day and a diner at night.

As it has done before, Florida is pioneering a new kind of city. Robert Bruegmann, an authority on urban sprawl at the University of Illinois, reckons that American city centres and suburbs are coming to

resemble one another. Suburbs are growing denser and more diverse; urban cores are greener, cleaner and often less densely populated than they were (even go-go Manhattan has two-thirds as many people as it did a century ago). Ersatz city centres, which can be built in low-rise suburbs like Sunrise or in built-up areas, bulldoze the distinction further. South Florida is becoming a landscape of scattered centres—sprawl with bumps.

But creating the appearance of urbanity is not the same as making a city. Cities are supposed to be cosmopolitan and surprising; they ought to change in unpredictable ways. Mixed-use developments, by contrast, are fully-formed when they are built—and are too costly for the poor. They are not supposed to be diverse. John Hitchcox of Yoo, a design firm that has worked on Metropica and many other projects, says that mixed-use developments aim to create communities of like-minded people. Though they look like cities, they are supposed to feel like villages..."

-- The Economist

[Read entire article here](#)

State of Florida says no to billboards:

"Rick Scott and Cabinet OK land buy in St. John's County"



Photo: FloridaPolitics.com

"More than 5,000 acres in St. Johns County have been set aside for conservation.

Gov. Rick Scott and the Florida Cabinet on Tuesday approved spending nearly \$6 million toward the wooded land. State officials want to add the tract to the St. Johns River Blueway Florida Forever project.

The move is supported by conservationists. The North Florida Land Trust's Jim McCarthy and Eric Draper of Audubon Florida spoke in favor of the proposal at the meeting.

The state isn't buying the property outright, but getting a 'conservation easement.'

That's 'a legally binding agreement that ... prevents development from taking place on the land in perpetuity while the land remains in private hands,' the Nature Conservancy's website explains.

The arrangement will allow the Meldrims to continue harvesting trees on the land, 'ensuring important forestry jobs,' ...

Other prohibitions include 'operation of motorized vehicles,' 'signs, billboards or outdoor advertising' and 'commercial water wells'..."

-- Jim Rosica, FloridaPolitics.com

[Read entire article here](#)

