

Scenic Watch



South Walton County: Trip to the Scenic Corridor



Photo: Bill Jonson

"Richard Rubino marveled at the scenic beauty and eye-catching neighborhoods in South Walton County as a tour bus drove him around the Alys Beach area Saturday.

February
2017



Fun Festivals and Events

Central

March 2-5
Music on the Bay, Tampa
March 2-12
Florida Strawberry
Festival, Plant City
March 3

Rubino, a member of Citizens for a Scenic Florida, had never been to Alys Beach before but liked what he saw.

'I am very impressed by the quality of the development, the atmosphere,' said the Tallahassee resident, one of about 20 members of Scenic Florida on the tour...

The Scenic Corridor Association in South Walton... is working to spruce up the area. Leigh Moore, a member of the Corridor Association and Scenic Florida, said the group currently is finishing narrow landscaped asphalt buffers along U.S. 98, the first phase in the East Corridor Improvement Project.

And there are bigger plans for the future: putting down buffers from Orange Street to the Bay County line and farther westward to WaterSound Parkway, as well as an underpass for pedestrians and cyclists along 30A. Moore said the group also would like to put all roadway utilities underground, which would be an aesthetic boost, limit storm damage and cut down on vehicles ramming into poles...

'It's fun and surprising,' said Scenic Florida president Bill Jonson, who lives in Clearwater. 'It has eye candy. The lights here are beautiful.'

But as the region grows, Jonson and others with Scenic Florida want to preserve its natural sights..."

--Collin Breaux, Panama City News Herald

[Read entire article](#)

Jackson County: County considers allowing off-premise electronic billboards and setting rules of use

Off-premise electronic billboards are still prohibited in Jackson County, but that could change if the notion of making them legal gains more traction and board

Jazz Friday at Foosaner
Museum of Art, Melbourne
March 3-5
Swamp Fest, Weeki
Wachee
March 4-5
Raymond James Gasparilla
Festival of the Arts,
Tampa
March 4-5
Floral City Strawberry
Festival, Floral City
March 4-5
The Grant Seafood
Festival, Grant
March 5
Chocolate Festival,
Melbourne
March 10-12
Tico Warbird Airshow,
Titusville
March 10-19
Firefighters' Indian River
County Fair, Vero Beach
March 11
Taste of Oviedo, Oviedo
March 12
Climb to the Moon, Ponce
Inlet
March 11-12
Gasparilla Music Festival,
Tampa
March 17-19
Annual Winter Park
Sidewalk Art Festival,
Winter Park
March 17-26
Sarasota Agricultural Fair,
Sarasota
March 18
Sanford Art Walk, Sanford
March 23-26
Sertoma Youth Ranch
Spring Bluegrass Festival,
Brooksville
March 24-26
Annual Spring Daytona
Turkey Run
March 25
Art Walk on Flagler, New
Smyrna Beach
March 25-26
Battle at Narcoossee Mill,
St Cloud
March 25-26
Annual Spring Fine Arts

agreement is reached about the distance that must lie between such signs and residential areas.

Jackson County Commissioners had directed planning staffers to bring the matter to the planning commission for a re-evaluation of the issue. Last week, county commissioners considered adding an ordinance amendment crafted as a result of that directive, a proposal allowing and regulating such signs..."

--Deborah Buckhalter , Jackson County Floridian

[Read details of agreement and entire article](#)

"St. Johns County PZA recommends no-go on proposed digital billboards pilot program"



Photo: The St. Augustine Record

"The writing could be on the wall for the idea of allowing digital billboards in St. Johns County...."

The Planning and Zoning Agency on Thursday excluded the component, which would include implementation of a two-year pilot program along Interstate 95, from its 5-1 recommendation to approve changes to signage regulations in the Land Development Code.

Festival, Englewood
March 27-April 2
Citrus County Fair,
Inverness
March 31-April 2
Annual Cuban Sandwich
Festival, Ybor City

South

Through **March 5**
Southwest Florida and Lee
County Fair, North Fort
Myers
Through **March 12**
Carnaval Miami, Miami
area
March 2-4
Sanibel Shell Fair and
Show, Sanibel Island
March 2-5
Okeechobee Music and
Arts Festival, Okeechobee
March 2-12
Festival of the Arts BOCA,
Boca Raton
March 3-12
Miami International Film
Festival, Miami
March 4
Conch Shell Blowing
Contest, Key West
March 4-5
Bonita Springs National Art
Festival, Bonita Springs
March 4-5
Downtown Venice Art
Classic, Venice
March 4-5
Arts and Crafts Show,
Marco Island
March 4-25
Sanibel Music Festival,
Sanibel Island
March 4, 11-12
Fort Myers Beach Shrimp
Festival and Parade, Fort
Myers Beach
March 5
JM Lexus Sunday Jazz
Brunch, Fort Lauderdale
March 9-12
All-Florida Championship
Rodeo, Arcadia
March 10-11

Board member Jon Woodard was alone in dissent, questioning whether the electric signs would be any more dangerous than traditional boards lit up at night and touting some potential benefits for business owners unable to take advantage of traditional boards due to cost or availability.

While industry representatives said going digital is another sign of the times, residents speaking in opposition said the boards are distracting by nature, costly and pose increased safety and environmental hazards over their canvas counterparts.

County staff had recommended approval of a two-year test run 'to allow time for multiple electronic billboards to be erected and observed, then assessing the strengths and possible downsides of the program.'

The proposed changes would allow billboards using light-emitting diodes, or LEDs, to project multiple advertisements on a single billboard. Those advertisements would remain static on the billboard no less than eight seconds before changing, on an automated basis, to a different advertisement. Provisions would be included to prohibit animation, flashing, or the appearance of moving objects on the face of the billboards. Locations of digital billboards would be along 'appropriately zoned' parcels adjacent to I-95. There are also several limitations regarding separation between signs, distance from existing structures, as well as size and brightness...

Nelson said he didn't find any compelling evidence regarding safety hazards either way, but that he opposed the program due to some lingering concerns.

'It's not really a pilot program because we're stuck with these,' he said. 'We should be darn sure that's what we want because there's no going back.'

Joseph Cearley, special projects manager for the county, told PZA members just four existing, conforming boards along I-95 had been identified as eligible for replacement by a digital board for the pilot, all of which were owned by one outdoor media company.

Delray Beach St Patrick's Day Festival, Delray Beach
March 10-12

Fairchild's International Orchid Festival, Coral Gables

March 10-12

Art Under The Oaks, Vero Beach

March 11-12

Original Marathon Seafood Festival, Marathon

March 11-12

Art Fest by the Sea, Juno Beach

March 14-19

Okeechobee County Fair, Okeechobee

March 16-19

Art Boca Raton, Boca Raton

March 17-18

Historic House Tours, Key West

March 18-19

Coral Springs Festival of the Arts, Coral Springs

March 18-19

Peace River National Arts Festival, Punta Gorda

March 18-19

Downtown Naples Festival of the Arts, Naples

March 18

Southwest Florida Reading Festival, Fort Myers

March 23-April 16

Miami-Dade County Fair and Exposition, Miami

March 24-26

Ultra Music Festival, Miami

March 24-26

Marco Island Seafood & Music Festival, Marco Island

March 25

TurtleFest, Juno Beach

North

March 3-5

Lions Seafood Festival, St Augustine

March 4

Menorcan Cultural

Martin said the county would risk facilitating a monopoly if it went ahead with the pilot program under the current parameters and allowing only one company to benefit. (The board recommended the County Commission address this issue and others if it decides to move forward with a pilot program.)

There were other battles.

The program would feature a points-based swap-down system requiring removal of four to five traditional billboards for every one digital sign installed. Swap-down standards would apply to instances where a new digital billboard is installed or a digital billboard replaces a conforming traditional billboard. Nonconforming traditional billboards that have been grandfathered in would not be replaced with new digital billboards.

According to county documents, the current swap-down system for traditional boards has already reduced the number of active billboards within the county from 579 in the year 2000 to 301 in 2015, for an overall reduction of 278...

Existing signs are expected to be grandfathered in as nonconforming signs and held to certain limitations., ,

The PZA's recommendations and comments will be forwarded to the County Commission, which is expected to revisit the items at its April 4 meeting for a third and final hearing, required by statute to start after 5 p.m."

-- Jake Martin, The St. Augustine Record

[Read entire article here](#)

Tampa:
"Code Enforcement cracking down on illegal 'snipe' signs"

Celebration, St Augustine
March 4-5
Azalea Festival, Palatka
March 4-5
The Gulf Coast
Renaissance Faire,
Pensacola
March 9-12
Red Hills International
Horse Trials
March 10-12
Nature Coast Civil War
Reenactment, Williston
March 10-12
Amelia Island Concours
d'Elegance, Amelia Island
March 10-12
The St Augustine Celtic
Music & Heritage Festival,
St Augustine
March 11-17
Paddle Florida, Lake
Talquin
March 16-18
Anastasia Music Festival
March 16-29
Suwannee Spring Fest,
Live Oak
March 17-18
Smokin' in the Square,
Pensacola
March 18
Founding of Fort Mose
March 18
City of Destin Run with the
Dogs 5K, Destin
March 18
T.O.U.R. Guide - Edward
Ball Wakulla Springs State
Park
Tallahassee
March 18-19
Spring Garden Festival,
Gainesville
March 31-Apr 1
Springtime Tallahassee
Festival & Grand Parade
2017, Tallahassee
March 31-Apr 22
Flying High Circus
Tallahassee
[For many more events
and details please visit
the Orlando Times Travel
Calendar here](#)



Photo: WFTS ABC Action News

'Snipe Sign' offenders face fines of \$5.55/sign

"Tampa Code Enforcement is cracking down on illegal signs, often called 'snipe signs' across the city.

Companies who continue to illegally plaster the streets with the signs that advertise everything from credit repair to fast home flips will face fines and even court, said Sal Ruggiero of the Tampa Neighborhood Enhancement Division.

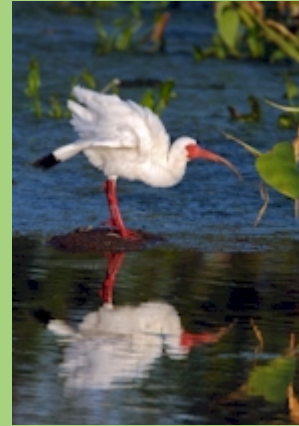
'We actually went out and made personal contact with them and asked them to stop,' Ruggiero said.

Code Enforcement said they've had some success with the personal calls, but some companies have refused to stop.

Now, the City of Tampa is fining those companies \$5.55 per sign. If they still refuse to stop, the companies could end up in court.

'They could ultimately become chronic and end up in front of a criminal judge,' Ruggiero said. 'Hopefully if we bombard them hard enough with bills and tickets and you know tickets, they'll get the message.'

For people who live and work in the neighborhood,



seeing the signs is frustrating.

'I mean they're polluting the city,' said Anthony Moran, a West Tampa resident. 'What's the difference between that and throwing the garbage out your door?'. . . ."

-- Lauren Rozyla, WFTS ABC Action News

[Read entire article here](#)

"Neighbors create petition to protect William Bartram Scenic and Historic Highway"



Video: Action News Jax

"St. Johns County neighbors are fighting back against the rapid growth in that county.

Hundreds [update: 1500+] have signed a petition to save a scenic stretch threatened by new construction.

For nearly 17 miles, the William Bartram Scenic and Historic Highway stretches along State Road 13 under moss-draped trees with a view of the St. Johns River.

'Many of us who moved there, moved there for the very reason because of the beauty of the area and the serenity of the area,' William Edenfield said. 'I fear that we are going to have the possibility of a great loss

of a historic area.'

About 5000 homes are being built along a scenic highway & neighbors are concerned that traffic will take away from the beauty.

Neighbors tell me they fear the highway will have to be widened which would destroy their scenic views.

A petition is circulating the web to save the scenic highway and it already has 1,500 supporters...

Bob McNally, the creator of the petition, said his biggest concern is that the Florida Department of Transportation will be forced to turn the road into four lanes to accommodate excess traffic.

'It would be awful if that happened, to say the least,' Edenfield said.

Edenfield said Rivertown has another exit area that spills out on a divided four-lane highway from Long Leaf Pine Parkway.

'Directing more traffic onto that highway might help preserve at least a little bit of what we have now,' he said..."

-- Danielle Avitable, Action News Jax

[Read entire article here](#)

Technology:

"Netflix's Outdoor Ads Let Snapchat Users Swap Faces With Characters Like Frank Underwood"



Photo: Adweek

"...Netflix's latest out-of-home campaign lets Snapchat users in France swap faces with its TV characters including House of Cards' Frank Underwood and the namesake of Unbreakable Kimmy Schmidt.

Urban passersby can take selfies in front of a Netflix billboard. By using Snapchat's face-swapping feature, they can then create split-screen photos..."

--Christopher Heine, Ad Week

[Read entire article here](#)

