

Scenic Watch



January
2017

Miami-Dade:
"Digital ads on tap for Miami-Dade
bus stops in swap for 'smart' kiosks
that offer free Wi-Fi"



Illustration: Civiq, The Miami Herald

"Digital ads could spread across Miami-Dade bus stops



Fun Festivals
and Events

Central

Feb 3, 10, 17, 24
Artisan Alley Farmer's
Market & More on Georgia
Feb 3
Jazz Friday at Foosaner
Museum of Art, Melbourne
Feb 4
Art Stroll & Gallery Walk,

under a deal to install high-tech kiosks with Wi-Fi hot spots throughout the county's transit system.

The company behind New York's celebrated transformation of old pay phones into high-tech digital way stations has negotiated a 15-year deal with Miami-Dade officials to install up to 300 of the kiosks at bus stops and Metrorail stations across the county.

Civiq also would take over the transit system's current Wi-Fi network on all of its trains, expanding the service to all buses at no charge. The Massachusetts company pays for the equipment and operating expenses through digital advertising on the kiosks, and sees enough profit potential in Miami-Dade that it has pledged to spend \$20 million in the county to get started...

Critics see the Civiq arrangement as a way to circumvent county restrictions on digital ads, which are strictly regulated and the bane of public-space activists. **'It's pure visual pollution,' said Peter Ehrlich, a founder of Scenic Miami, a group that fights digital billboards.**

Dusty Melton, a Miami-Dade lobbyist who has urged strict enforcement of the county's sign ordinance, said Civiq's digital kiosks could be considered roadside ads if installed at bus stops.

'This contract appears, quite clearly, to be in blatant violation of the county's very own sign code,' Melton said.

Along with a requirement that digital signs be limited to properties larger than 10 acres, Melton noted the current law requires the electronic ads only advertise things available on the property with the sign itself. Bus-stop screens, he said, would seem to violate the rules 'in hundreds of locations...

Alice Bravo, Miami-Dade's transportation director, said at a recent committee meeting that county staff did not feel the county's signage rules applied because the kiosks' screens are designed for pedestrians.

New Smyrna Beach
Feb 4-5
The Mount Dora Arts
Festival, Mount Dora
Feb 4-March 24
Universal Studios Mardi
Gras
Feb 4
First Saturday Jam,
Barberville
Feb 9-20
Florida State Fair, Tampa
Bay
Feb 10-11
Celtic Family Jamboree,
Brooksville
Feb 10-12
Wine Fest XXVII, Clermont
Feb 10
Friday Family Fest,
Melbourne
Feb 11
DeLand Craft Beer
Festival, DeLand
Feb 11-12
Annual Art and Craft
Festival, Holmes Beach
Feb 11-12
Downtown Dunedin Craft
Festival, Tampa Bay
Feb 11-12
Downtown Sarasota
Festival of the Arts,
Sarasota
Feb 17-18
Olustee Festival and Craft
Show, Olustee/Lake City
Feb 18-26
Speedweeks, Daytona
Beach
Feb 18
Art Walk, Sanford
Feb 18
Cruisin' Downtown DeLand
Classic Car Show, DeLand
Feb 18
Ozello Chili Cook-Off &
Craft Show, Crystal River
Feb 18
Beer, Bourbon & BBQ
Festival, Tampa
Feb 20-26
Pasco County Fair, Dade
City
Feb 24-26
Port Canaveral Seafood &

'These are small, isolated screens,' she said. 'They're not designed for viewing by vehicular traffic.'

Bravo and other administrators negotiated the no-bid Civiq deal under a provision in county law that allows marketing arrangements to be signed without soliciting other proposals. No Civiq executives registered to lobby county officials during the talks, avoiding a step that can draw public attention to a potential deal...

Civiq is pitching its services to local governments across the country, but a company publicist said the closest example to Miami at the moment is New York.

In its online presentation, an executive with Civiq's kiosk partner, Intel, described the use of cameras on advertising displays that can track a viewer's gaze for interest and customize displays to match a passerby's niche.

'If a woman is looking at a screen', Intel's Karthik Murugan said, 'you don't want to show men's clothing.'

Murugan also said three-dimensional cameras in the devices can help decipher whether an advertiser's message is connecting. Along with 'gaze tracking', new technology allows emotion detection.

'Are they happy? Are they frustrated with the content that's being shown?' Murugan said. 'The 3-D camera will help with that analysis.'

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But while ads may come to transit's Wi-Fi offerings, Civiq would also expand the service beyond the roughly 200 buses that have it now to the entire 850-vehicle fleet. And Miami-Dade could stop paying Wi-Fi providers for the current service, since Civiq would pick up the tab...'

Music Festival, Port Canaveral
Feb 24 - 26
George Washington Birthday Festival, Eustis
Feb 25
Art Walk on Flagler, New Smyrna Beach
Feb 26
Daytona 500, Daytona Beach

South

Feb 4-5
ArtFest Fort Myers, Fort Myers
Feb 4-5
Pigeon Key Art Festival Marathon
Feb 5
JM Lexus Sunday Jazz Brunch, Fort Lauderdale
Feb 9-20
World Series of Poker, West Palm Beach
Feb 10-12, 13-14
Sweetheart Express on Seminole Gulf Railway, Fort Myers
Feb 10-12
Everglades Seafood Festival, Everglades City
Feb 11-12
ArtsFest, Stuart
Feb 11
Everglades Day Festival, Boynton Beach
Feb 11-19
Edison Festival of Light Junior Events, Fort Myers
Feb 15-21
Palm Beach Jewelry, Art & Antique Show, West Palm Beach
Feb 16
Third Thursday Art Walk, Islamorada
Feb 16
Downtown Gallery Walk, Punta Gorda
Feb 17-18
Annual Historic House Tours, Key West
Feb 17-19

--Douglas Hanks, The Miami Herald

[Read entire article](#)

Interactive Billboards:

"This smart billboard coughs if you smoke near it"



Photo: CNN Business

"When smokers walk by a certain billboard in Stockholm, something strange happens: The billboard coughs at them.

The innovative advertisement is paid for by a Swedish pharmacy chain that wants to encourage smokers to kick their smelly habit.

At first glance, the digital screen positioned outside a metro station shows only a simple photo of a model. But walk by with a lit cigarette and the man in the picture starts coughing, clearly bothered by the smoke.

The screen then changes again, offering various products sold by pharmacy chain Apotek Hjartat that can help smokers quit. Akestam Holst, the agency behind the campaign, created the effect by attaching

Edison Festival of Lights
Crafts on the River, Fort
Myers
Feb 18-19
Rotary Club Arts and
Crafts Fair, Sanibel Island
Feb 18
Edison Festival of Light
Grand Parade, Fort Myers
Feb 18-20
Artigas Fine Arts Festival,
Jupiter
Feb 20-26
Winter Star Party, Florida
Keys
Feb 22-26
South Beach Wine & Food
Festival, Miami
Feb 23-March 5
Southwest Florida and Lee
County Fair, North Fort
Myers
Feb 24-26
Greek Fest Fort Myers, Ft
Myers
Feb 25-26
Swamp Cabbage Festival,
LaBelle
Feb 25-26
Old Island Days Art
Festival, Key West
Feb 25-26
Annual Upper Keys
Gigantic Nautical Flea
Market, Islamorada
Feb 25-26
Street Painting Festival,
Lake Worth
Feb 25
Burrowing Owl Festival,
Cape Coral
Feb 26
Punta Gorda Wine & Jazz
Festival, Punta Gorda

North

Feb 3
First Friday Art Walk, St
Augustine
Feb 3
First Friday Art Walk, St
Augustine
Feb 4
Double Bridge Race,

smoke detectors to the digital advertising screen. They chose a location where people often smoke -- Stockholm's Odenplan square -- and let the coughing begin.

The agency filmed the reactions of smokers -- some express surprise, others react with laughter. The resulting video has been posted online and is being shared widely.

'The purpose was to drive the conversation about this topic, documenting the reactions, encouraging people to live a healthy lifestyle,' said Fredrik Kullberg, marketing director at Apotek Hjärtat. 'The reaction has been mostly really positive.'

The timing of the campaign was deliberate. "We released this initiative that aims to help people with one of the most common New Year's resolutions -- quit smoking," said Ida Persson, spokeswoman for the agency.

According to the World Health Organization, over 20% of Swedes aged 15 and over smoke. Chewing tobacco is very popular..."

-- Ivana Kottasova, CNN Business

[Read entire article here](#)

Update Ft. Lauderdale:

"City To Break Ground On Old Dixie Highway Project"

Pensacola
Feb 11
Artrageous Artwalk,
Fernandina Beach
Feb 17-19
Steinhatchee Fiddler Crab
Festival, Steinhatchee
Feb 24
Gainesville Art Walk,
Gainesville
Feb 25-26
Five Points of Life Race
Weekend, Gainesville
Feb 25-26
St Augustine Arts & Crafts
Show, St Augustine Beach
Feb 25-26
Seawalk Music Festival,
Jacksonville Beach

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





Photo: John McDonald

"The project, city officials say, is 100 years in the making. It aims to make the narrow thoroughfare connecting Wilton Manors to Fort Lauderdale safer and more applicable for pedestrians and bicyclists..."

-- John McDonald, SFGN

[Follow project \(photos and information updates\) via the FDOT site here](#)

[Read entire article here](#)

Pasco County:

Ending two years of debate, Pasco okays digital billboard swap



Photo: Tampa Bay Times

"...After nearly two years of public workshops and negotiations with billboard companies, commissioners voted unanimously to allow the firms to take down static billboards and replace them with high-tech digital light-emitting diode billboards that can rotate messages.

Under the ordinance, the number of new digital signs will be capped at 37. And for each one installed, the billboard companies must remove the equivalent of six existing signs, based on square footage.

'I think less is better for the county and the community, but still give people the opportunity to advertise," said commission Chairman Mike Moore.

The 6-to-1 swap was greater than what industry representatives said they could accept in November. But it also was a reduction from the 10-to-1 ratio the county proposed two months ago. The messages on the signs can be rotated every 15 seconds, about half the frequency the billboard sign companies originally wanted.

Commissioner Kathryn Starkey, who, as a citizen activist, was instrumental in the county banning new billboards nearly 18 years ago, acknowledged she was nervous about amending the ordinance, and was skeptical about the industry's motives.

'I'm worried they're going to take down all the little ones and keep up all these monsters,' Starkey said.

She acquiesced, however, and said she had faith that the end product would improve the county's aesthetics.

The ultimate goal for the county is to remove some of the 509 billboard structures along local roads. If the companies install all 37 digital signs, measuring 672 feet each, the county could see more than a 60 percent reduction in roadside billboards, to 188 structures.

'It could take decades,' said Senior Assistant County Attorney Elizabeth Blair, who drafted the ordinance. 'But 188 structures versus 509 now, that's a huge difference.'

The county banned new billboards in 1999 amid public blowback against sign proliferation. However, in the weeks leading up to adoption of the ordinance, companies and private landowners flooded Pasco with permit applications for new signs.

In 2010, Clear Channel Outdoors, which has about a quarter of the billboard market in Pasco, got a cold shoulder from the county when it approached the commission about a digital swap. After the cities of Tampa and St. Petersburg and Pinellas County approved similar ordinances, Clear Channel broached the topic again with the Pasco commission in early 2015 and found a more receptive audience.

Under the new ordinance, digital signs will be limited to U.S. 19, U.S. 41, State Roads 52 and 54 and Interstate 75, and half of the removed signs must come from those same roads. The only difference is along U.S. 19, where all new digital billboards must be accompanied by the removal of six billboards from the same road because of the county's efforts to redevelop the west-side corridor.'

-- C.T. Bowen, Pasco Times , Tampa Bay Times

[Read entire article here](#)

