

Scenic Watch



March
2016

"The Aerotain Skye Could Be Your Friendly Floating Camera Drone"



Photo: Aerotain

"Once upon a time there was a very odd British television show called The Prisoner, which featured a secret agent repeatedly attempting to escape from a mysterious village. One of the biggest threats the agent faced was a giant balloon called Rover, which would pursue and subdue rule-breaking villagers. Now Rover has been brought to reality, albeit in a much more adorable version, thanks to the engineers at Aerotain and their Skye inflatable drone.

The Skye is a 3-meter-diameter controllable balloon that's filled with helium for buoyancy. Dotted around the surface are propellers whose direction can be



Fun Festivals
and Events

Central
and West

- April 1-10
Sarasota Film Festival, Sarasota
- April 1-3
Melbourne Air and Space Show, Melbourne
- April 2
Central Florida Dragon Boat Festival, Tavares
- April 2
First Saturday Jam, Barberville
- April 2
Florida Wiener Dog Derby, Sanford
- April 2
Florida Wildflower & Garden

adjusted, spinning the balloon or moving it around as required. There's also the option to add an internal projector to display moving images on the balloon's skin...

With fully charged batteries, the Skye can fly for two to three hours, and can work both outdoors and indoors. The height it can reach outdoors is largely limited by winds, so it typically stays within a maximum ceiling of 20 to 30 meters. The Skye can spin rapidly, making it suitable as platform for covering, say, racing events that follow a track. When moving from one place to another it has a top speed of about 15 to 20 kilometers per hour, but Schaffner says they are working to increase that in the next version as well. Hopefully it won't get too fast: Rover was pretty scary after all.

-- Stephen Cass, [Tech Talk IEEE](#)

Complete Streets: Kissimmee "City studying improvements to downtown corridor"



Photo: Osceola News-Gazette

"Main Street. Broadway. Emmett Street.

Three names, but it's one street – the one street that is downtown Kissimmee's most bustling thoroughfare and, city planners hope, will become a destination for consumers, residents and transit riders.

- Festival, DeLand
- April 2-3
- DeLand Outdoor Art Festival, DeLand
- April 5-10
- Sun 'n Fun International Fly-in and Expo, Lakeland
- April 8
- Friday Fest, Melbourne
- April 8-10
- Grant BBQ Fest, Grant
- April 8-10
- Tampa Bay Blues Festival, St Petersburg
- April 9
- Florida Lighthouse Day, Ponce Inlet
- April 9-10
- Blues at the Winery, Clermont
- April 9-10
- Pepper Fest, Pinellas Park
- April 9-10
- Siesta Fiesta, Sarasota
- April 16
- Art Walk, Sanford
- April 16
- Cruisin' Downtown DeLand Classic Car Show, DeLand
- April 16-17
- Downtown Sarasota Craft Festival, Sarasota
- April 16-17
- Florida Blueberry Festival, Brooksville
- April 16-17
- Tarpon Springs Sponge Docks Art and Craft Festival, Tarpon Springs
- April 22
- Climb to the Moon, Ponce Inlet
- April 22-24
- Leesburg Bike Fest, Leesburg
- April 22-24
- The Cotee River Seafood & Blues Festival, New Port Richey
- April 23
- Art Walk on Flagler, New Smyrna Beach
- April 23
- Earth Day, Orlando
- April 25-26
- Halifax Oyster & Music Festival, Daytona Beach
- April 28-29
- APC National Pie Championships, Celebration
- April 29-May 1
- Orchid Show and Sale, Merritt Island
- April 30
- Dancing on the Drive, Orlando
- April 30
- Smokin' Blues, Bikes and BBQ, St Cloud

South

- April 2
- Annual Florida Keys Ocean Festival & Waterfront Craft Show, Key West
- April 2
- Brew at the Zoo, West Palm Beach
- April 2

In order to make the 1.4-mile corridor from Vine Street to John Young Parkway better for pedestrians, bicyclists and drivers, the city is in the middle of a planning and concept development study, called Connect Kissimmee.

The Florida Department of Transportation, through a \$275,000 funding grant from MetroPlan Orlando, is footing the study's bill. **The only cost to the city of Kissimmee is time.**

The city put most of its plans for a 'Complete Streets' design on display at a public meeting last week at City Hall, which details some of the planning, design, operation and maintenance ideas for safer, more comfortable and energy efficient travel.

The plan takes into account the proposed SunRail transit line expected to arrive downtown in early 2018 and a new real estate project — the Mosaic deal — that will add residential units, a hotel, retail and parking structures to an area between Toho Square and Kissimmee Lakefront Park.

This isn't the city's first path taken to try to improve Broadway — or Main, or Emmett — but Senior Planner Randy Schrader said the fatal flaw of plans that came before this one was not taking enough public involvement into consideration.

'That won't happen again,' he said. 'This plan is being driven by residents, business owners and others who utilize the corridor. We've taken in a tremendous amount of public outreach. We've done interviews at some of the downtown restaurants and during the food truck events and taken over 500 comments from 250 people.'

The biggest issues presented, the study said, were pedestrian safety, the timing of signals at intersections, parking, and congestion that comes from the use of downtown as a thoroughfare. The areas that need improvement are shopping, dining and entertainment options, pedestrian safety and walkability of the corridor, parking, rerouting car

The Fort Pierce Oyster Festival, Fort Pierce
April 2-3
Las Olas Art Fair Part II, Fort Lauderdale
April 3
BBQ, Bands & Brew, Fort Myers
April 3
Suntrust Sunday Jazz Brunch, Fort Lauderdale
April 6-14
Palm Beach International Film Festival, Manalapan
April 8-10
Barret-Jackson Auto Auction, West Palm Beach
April 8-10
Sharks Tooth Festival, Venice
April 8-10
The Annual Delray Affair, Delray Beach
April 8-9
Boca Bacchanal, Boca Raton
April 9
Seven-Mile Bridge Run, Marathon
April 9-10
Florida Keys Island Fest, Islamorada
April 15-16
Cardboard Boat Regatta, Cape Coral
April 16
Black Gold Jubilee Festival, Belle Glade
April 16-17
Island Earth Days, Honeymoon Island State Park
April 16-17
Mainsail Arts Festival, St Petersburg
April 18
Taste of Key West, Key West
April 20-24
Fort Myers Beach Film Festival, Fort Myers Beach
April 21
Downtown Gallery Walk, Punta Gorda
April 21
Third Thursday Art Walk, Islamorada
April 22-24
Pompano Beach Seafood Festival, Pompano Beach
April 24
Sweet Corn Fiesta, West Palm Beach
April 27-May 1
Sunfest, West Palm Beach
April 28-May 1
Key West Paddleboard Classic, Key West

North

March 31-April 2
Antique Tractor and Engine Show, White Springs
March 31-April 9
Clay County Agricultural Fair, Green Cove Springs
April 1

traffic and traffic calming measures.

'We hear about having to climb tables to drive down Broadway,' Schrader said.

Under the plan, all three sections, which currently have three distinct characteristics – the entryway to the business district south of Vine, the boutique shopping blocks of Broadway and the straightaway of Emmett to John Young – will be transformed into one uniform concept...

Analysis of possible future plans will go through May, when the next public meeting will occur. Implementations are scheduled for October and November, when the final public meeting will be held. A final report is scheduled to be presented in December.

All of the plan's concepts can be viewed online at www.connectkissimmee.com."

-- Ken Jackson, Osceola News-Gazette

[Read entire article](#)

"Clear Channel launches program that allows billboards to track your cell data"

First Friday Art Walk, St Augustine
April 1-2
Annual Springtime Tallahassee,
Tallahassee
April 1-3
Pensacola Jazz Fest, Pensacola
April 1-3
Springing the Blues, Jacksonville
Beach
April 1-3
St Augustine Rhythm & Ribs
Festival, St Augustine
April 1-3
Suwannee River Paddling Festival,
Suwannee County
April 2
O'Leno Ole' Chili Cook-Off &
Springs Celebration, High Springs
April 2-3
Spring Arts Festival, Gainesville
April 9
Ponte Vedra Beach Home and Art
Tour, Ponte Vedra
April 9-10
Cedar Key's Annual Fine Arts
Festival, Cedar Key
April 14-16
Down Home Days Festival & PCA
Rodeo, Madison County
April 15-17
Jacksonville International Boat
Show, Jacksonville
April 16-17
LeMoyne Chain of Parks Art
Festival, Tallahassee
April 20-24
Seabreeze Jazz Festival, Panama
City Beach
April 21-24
World of Nations Celebration,
Jacksonville
April 22-24
Interstate Mullet Toss and Gulf
Coast's Greatest Beach Party,
Pensacola
April 22-25
5th Ave Arts Festival, Gainesville
April 23
Taste of St Augustine, St Augustine
April 23-24
Pioneer Days High Springs,
Downtown High Springs
April 23-24
Tallahassee Jazz and Blues
Festival, Tallahassee
April 27- May 1
Florida's Birding and Photo Fest,
Ponte Vedra Beach
April 27-30
Suwannee River Jam, Live Oak
April 29 - May 1
Isle of Eight Flags Shrimp Festival,
Amelia Island
April 30
Bostwick Blueberry Festival,
Bostwick

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



Photo: Richard Drew, AP on NPR

"Clear Channel Outdoor — one of the largest outdoor advertising companies in the U.S. — is starting a new program called Radar that will use billboards to map real-world habits and behaviors from nearby consumers.

The technology is sure to help advertisers better target their ads. But privacy advocates argue that it's, well, a little creepy.

This is how Clear Channel Outdoor describes how the program works, in a video on its website:

'Using anonymous aggregated data from consumer cellular and mobile devices, RADAR measures consumer's real-world travel patterns and behaviors as they move through their day, analyzing data on direction of travel, billboard viewability, and visits to specific destinations. This movement is then mapped against Clear Channel's displays, allowing advertisers to plan and buy Out-Of-Home to reach specific behavioral audience segments.' Clear Channel's Senior Vice President of Research and Insights Andy Stevens says 'it's like mobile advertising, using the same consumer behavior, but using it for [Out-Of-Home ads like billboards.]' ...



But in an email to NPR, Clear Channel press spokesman Jason King drew a distinction between the one-to-one approach of online digital ad targeting and this strategy, which he described as 'one-to-many.' He explains:

'We have no technical capability to determine the average age and gender of who sees our billboards, but the data providers can inform us by sharing, for example, that I-95 in Florida has a high percentage of families travelling to Disney World that pass many of our billboards.' The company, which owns tens of thousands of billboards in the U.S., 'will offer Radar in its top 11 markets, including Los Angeles and New York, starting on Monday, with plans to make it available across the country later this year,' The New York Times reported. Here's more from the Times:

'Clear Channel and its partners — AT&T Data Patterns, a unit of AT&T that collects location data from its subscribers; PlacelQ, which uses location data collected from other apps to help determine consumer behavior; and Placed, which pays consumers for the right to track their movements and is able to link exposure to ads to in-store visits — all insist that they protect the privacy of consumers. All data is anonymous and aggregated, they say, meaning individual consumers cannot be identified.' King, the press spokesman, tells NPR that the personal consumer information will remain with the data providers, while Clear Channel will only be able to access the aggregated data.

And Stevens argues that consumers can opt out, in the interview with Media Village. He makes a distinction between the Clear Channel program and the advertising in this scene from the dystopian thriller 'Minority Report.'

Here, Tom Cruise's character walks through a shopping area as advertisements address him by name. 'John Anderton! You could use a Guinness right now,' says one affable billboard. 'Get away, John Anderton. Forget your troubles,' intones another billboard showing a beach scene.

Here's what Stevens thinks of this style of advertising:

'I'm not sure it's a great user experience and it is a little creepy, to be honest. With a mass-medium like Out-Of-Home, a better use is to target general patterns of consumer groups, not the individual.'

But regardless of whether the billboards will address us personally, the new initiative is raising concerns from privacy advocates like Jeffrey Chester, executive director of the Center for Digital Democracy. 'It is incredibly creepy, and it's the most recent intrusion into our privacy,' he told The Times. 'People have no idea that they're being tracked and targeted.'"

-- Merritt Kennedy, NPR

[Read entire NPR article](#)

Bikes and Placemaking:



Image: Bike Coconut Grove

In addition to their scheduled bike events, on Wed., March 16, Bike Coconut Grove hosted the exclusive Miami screening of an award-winning new documentary, "Bikes vs. Cars," which shows how five

major world cities are dealing with traffic and congestion...the film was billed as "lively and controversial".

There was a Q&A session at the conclusion of the film moderated by Andres Viglucci of the Miami Herald and Ray Fort of Arquitectonica.

Their next event is on Saturday, April 2, 2016 when they will bike the Underline at the Coconut Grove Metrorail station. "The Spirit of the Grove" will include fun, make-it-yourself action painting, games and bicycle-powered smoothies.

-- Bike Coconut Grove

[Visit their website here](#)

Legal: "Appellate court hands L.A. a legal victory on digital billboards"



Image: Al Seib, Los Angeles Times

"A three-judge panel handed a major defeat Thursday to an advertising company that had sought to invalidate the city's prohibition on new digital billboards in Los Angeles.

Baton Rouge, La.-based Lamar Central Outdoor had challenged the city's 2002 sign ordinance, which bars new billboards from being approved outside of designated sign districts. The law also prohibits existing

billboards from being converted to digital formats.

A Superior Court judge sided with Lamar, saying the city's restrictions on 'off-site signs' -- those that advertise products not available for purchase at the sign's location -- violate the state Constitution's guarantee of free speech.

The 2nd District Court of Appeal overturned that decision this week, saying cities can have different rules for off-site and on-site signs without running afoul of 1st Amendment principles.

City Atty. Mike Feuer hailed the ruling, saying it reaffirmed the power of cities across California to control the proliferation of new billboards.

'Had the court ruled in the other direction, we would have seen an uncontrolled avalanche of billboards erected throughout the city of Los Angeles,' he said...

Lamar's legal action had raised the prospect that those signs could return.

In its lawsuit, the company had demanded that city officials give it permission to convert 45 of its signs in Hollywood, Silver Lake, Tarzana and other communities into much more lucrative electronic formats.

Lamar has been increasingly involved in L.A. politics. Last year, the company erected roughly 100 billboards promoting the reelection of Councilman Jose Huizar, who heads the committee that approves changes to sign regulations.

The firm also donated billboard space for five other council candidates, all of whom won their respective races.

-- David Zahniser, LA Times

[Visit their website here](#)

