

# Scenic Watch



"Pasco billboard debate reveals continuing signs of discontent"



Photo: Tampa Bay Times

Nov  
2016



## Fun Festivals and Events Central

Through Dec 31  
Now Snowing Nightly,  
Celebration  
Through Jan 1  
Space CoaStLight FeSt  
Melbourne  
Through Jan 8  
The Christmas at Bok  
Tower Gardens Holiday  
Home Tour, Lake Wales  
Dec 1-4  
St Petersburg Power and  
Sailboat Show  
Dec 2



Photo: Tampa Bay Times

"Pasco County Commission Chairwoman Kathryn Starkey didn't need a billboard to deliver her message about the outdoor advertising industry.

'I think you guys are being played,' she told commissioners Mike Moore, Mike Wells Jr. and Jack Mariano. 'You're being played by a very savvy industry.'

Starkey's pointed commentary came during a 100-minute debate last week as commissioners wrestled yet again with an industry-requested proposal to lift the county's 17-year ban on new billboards. Doing so would allow billboard owners to swap some of their static signs for new, illuminated digital boards with rotating messages.

But, after two public workshops and two public hearings, a commission majority decided they hadn't heard enough. On a 3-2 vote, the commission delayed the matter until mid January, effectively cutting departing Commissioner Ted Schrader out of the final decision.

'I don't see any movement on their part,' Schrader said of the billboard industry. 'I'm comfortable with passing this today. Quite frankly, they want something that I'm not willing to give to them.'

Holiday Lights Orlando, Orlando  
Dec 2  
Downtown DeLand  
Merchant Holiday Open House, DeLand  
Dec 2  
Light Up Flagler, New Smyrna Beach  
Dec 2  
Tampa's Tree Lighting Ceremony, Tampa  
Dec 2  
Tampa's Christmas Market, Tampa  
Dec 2-4  
Sarasota Craft Show, Sarasota  
Dec 2-4  
FeStval of Speed, Orlando  
Dec 2-3, Dec 9-10, 16-23, 26-30  
Christmas in the Wild at Tampa's Lowry Park Zoo, Tampa  
Dec 3  
Santa Fest and Christmas Parade, Tampa  
Dec 3  
62nd annual Ye Olde Hometown Christmas Parade, Winter Park  
Dec 3  
Sanford HiStric TruStTour of Homes, Sanford  
Dec 3  
FirStSaturday Jam, Barberville  
Dec 3  
Lighted Boat Parade, Mount Dora  
Dec 3  
Christmas Parade, Mount Dora  
Dec 3  
New Smyrna Beach Christmas parade, New Smyrna Beach  
Dec 3  
Sunset and Symphony Holiday Concert, Lake Wales  
Dec 3  
Jaycee's Christmas Parade, DeLand  
Dec 9-10, 16-17

Commissioner-elect Ron Oakley, who will replace Schrader as the District 1 board member, assumes office Nov. 29. He sat through the initial public hearing in October.

'If you gave up five (for one digital), you're talking about going from 33 (on Interstate 75) to six or seven. You know that looks better, but I'm not sure of the numbers,' Oakley told the Tampa Bay Times after the commission meeting.

The hearing turned into a public negotiation between Tom O'Neil of Clear Channel Outdoors and the commission over the number of billboards to come down in a swap for new digital boards and how frequently the electronic messages could be rotated. An early version of the proposed ordinance called for removing 14 billboard structures for each new digital sign, but the county staff previously acknowledged that figure was too high.

Last week, the county considered a revised proposal calling for a 10-for-1 swap based on square footage of the signs, rather than billboard structures or sign faces. For instance, a new 672-square-foot digital sign would require a company to take down 6,720 square feet of existing signs. The proposed ordinance would allow the digital messages to rotate every 30 seconds.

Industry representatives, however, panned a square-footage formula — after advocating for it at the prior hearing — and made a counter offer of a 5-for-1 sign-removal ratio, with digital messages rotating every 8 seconds. They also objected to putting the digital signs strictly on state roads, which would exclude new billboards from high-traffic county roads in the affluent Trinity area.

'They're telling us what their company will do. That's backward,' Starkey told her fellow commissioners. 'We're not invested in outdoor media. We're here to do what's right for our citizens.'

Starkey, as a private citizen, was instrumental in lobbying commissioners for the billboard ban in 1999.

Winter Waterland, Weeki  
Wachee Stte Park

Dec 10

Candlelight Tours of Fort  
FoStr, Tampa

Dec 10

Main Steet Holidays, New  
Port Richey

Dec 10

Daytona Beach Christmas  
Boat Parade, Daytona  
Beach

Dec 10

Orlando Pottery FeStval,  
Orlando Dec 10

Parade of Lights, Sanford  
Dec 10

Riverfront FeStval of the  
Season, Port Orange

Dec 10

Holiday Tour of Homes,  
Ormond Beach

Dec 10-11

Wine and Chocolate  
FeStval, Clermont

Dec 16-18

Sarasota Snow FeSt  
Sarasota

Dec 17

BrainDeer 5K, Tampa  
Dec 17

Johnny Dee and the  
Strlights Christmas Sock  
Hop, Mount Dora

Dec 17

Cruisin' Downtown DeLand  
Classic Car Show, DeLand

Dec 17

Snow FeSt Maitland  
Dec 17-18

Holiday of the Arts, St  
Petersburg

Dec 24

Art Walk on Flagler, New  
Smyrna Beach

Dec 29

Florida Citrus Parade,  
Orlando

Dec 31

New Year's Eve  
Celebration, New Smyrna  
Beach

**South**

Through Dec 31

Festival of Lights at

During the hearing, she and Schrader offered an 8-for-1 swap, and Starkey later suggested 7-for-1 without gaining a concession. A representative of Outfront Media, the largest provider of billboards in Pasco County, said he had not been authorized by his company to go beyond a 5-for-1 swap.

According to updated numbers presented at the meeting, the county has 509 billboard structures holding at least 1,018 advertising signs. On state roads, the inventory varies from 133 billboard structures along U.S. 19 to 33 along Interstate 75. Combined, there are 343 billboard structures on those roads plus state roads 52 and 54, U.S. 41 and N Dale Mabry Highway, accounting for nearly 172,000 square feet of advertising space.

Regardless of the eventual outcome, the county will not be rid of static billboards because of the sheer volume of outdoor advertising around Pasco.

'We will always have static billboards,' said Elizabeth Blair, senior assistant county attorney. 'That is the reality of the situation...'

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

[Read entire article](#)

## "Digital billboards threaten the beauty of St. Johns County"



Photo: Historic Photo of Courthouse

From Guest Editorial:

Fishermen's Village, Punta Gorda  
Through Jan 1  
Holiday Nights at Edison and Ford Winter Estates, Fort Myers  
Nov 30-Dec 4  
Red Dot Fair, Miami  
Dec 2-3  
Luminary FeStval, Sanibel and Captiva  
Dec 1-4  
Art Basel Miami Beach, Miami Beach  
Dec 1  
100ft Christmas Tree Lighting Ceremony, Delray Beach  
Dec 2  
Florida Keys Holiday FeStval, Islamorada  
Dec 2-Jan 1, 2017  
Visit the Famous 100ft Christmas Tree, Boynton Beach  
Dec 3  
Snowfest Naples  
Dec 3  
Fort Myers Beach Christmas Boat Parade, Fort Myers Beach  
Dec 3  
Christmas Boat Parade, Venice  
Dec 3  
Key West Holiday Parade, Key West Dec 3-4  
Winter Fine Arts Festival, Englewood  
Dec 4  
JM Lexus Sunday Jazz Brunch, Fort Lauderdale  
Dec 4  
Christmas Tree Lighting at Whitehall, Palm Beach  
Dec 3-31  
Annual Christmas Light Canal Tours, Punta Gorda  
Dec 5-6, 12-13, 19-20  
Christmas Rail-Boat Trips, Fort Myers  
Dec 9  
Boynton and Delray Beach Holiday Boat Parade, Boynton Beach  
Dec 9, 16

"Eighteen years ago, I volunteered to help write the original 1998 sign ordinance. I spent 18 months of my life attending weekly meetings where we discussed, argued and finally compromised with the billboard industry. The agreements we drafted back then have certainly enhanced the scenic beauty of St. Johns County...

**At this week's St. Johns County Commission meeting, staff announced it wants to change our present sign ordinance to comply with a new U.S. Supreme Court decision. Discreetly added to this compliance was a two year trial period of digital billboards along the Interstate 95 corridor. Where is the crying need for these boards? It certainly isn't coming from the citizens of our county.**

I do not have a problem with changing our sign ordinance to be consistent with new case law from the high court. I do have a problem with this stealth attempt to try and include these digital billboards along with these changes. To include both of these items in the sign code revision is both shameless and deceitful. These are two separate issues and should be dealt with at separate times.

**The original ordinance has a workable 'swap down' provision to limit the blight of billboards in our county. The commission wants to decrease the swap down provision of one new billboard from five (as suggested by staff) to four. Also, after the proposed two-year trial period, who will make the decision if digital billboards should be expanded to other portions of our county? What criteria will they use for their ruling?...**

Instead of opening up a new venue for sign blight in our county, let's continue to reduce the number of billboards along our highways. We have something unique and special here in St. Johns County. Let's protect and keep it that way! Citizens of St. Johns County, if you oppose these digital billboards, please contact your commissioners or attend the next meeting and let them know your views. This is not Orlando or Jacksonville. This is your county and your

Historic Lighted Inn Tours,  
Key West Dec 10  
Schooner Wharf Bar  
Annual Lighted Boat  
Parade, Key West Dec 10  
Winterfest Boat Parade,  
Fort Lauderdale  
Dec 10-11  
Florida's Creative Coast  
Weekend, Pine Island  
Dec 12-13, 17  
Holiday Pops Concerts,  
Fort Myers  
Dec 14-18  
The Christmas  
Spectacular, Cape Coral  
Dec 15  
Alive After Five, Punta  
Gorda  
Dec 17  
Holiday Boat Parade, Key  
Largo  
Dec 18 - 23  
Flagler Museum Holiday  
Evening Tours, Palm Beach  
Dec 27-28  
Key WestHouse & Garden  
Tours, Key West Dec 30-  
31  
Coconut Point New Year's  
Weekend Art FeStval,  
Bonita Springs/Estro

## North

Through Dec 27  
Niceville Christmas Display  
"Animation in Motion,"  
Niceville  
Nov 24 - Jan 31  
Nights of Lights Festival  
and Celebration, St  
Augustne  
Dec 10  
Artrageous Artwalk,  
Fernandina Beach  
Dec 2  
Gainesville Art Walk,  
Gainesville  
Dec 2  
Camellia Christmas,  
Tallahassee  
Dec 2 - 24  
Festival of Lights, White  
Springs

opinion does matter."

-- Cliff Skarr, The St. Augustine Record

[Read entire article here](#)

## "So Digital Billboard Ads Change With the Speed of Traffic Now"



Photo: Bryan Kowalsky And Minas Panagiotakis

"YOU HATE CREEPING through traffic. But advertisers love it, because you're a captured audience with plenty of time to consume sophisticated messages. If you're zipping along, they have just a moment to pitch you burgers, or tires, or cloud services. In the days of yore—like, last year—that meant Mad Men had to choose between big visuals targeting leadfoots and text-heavy spots for the rush hour warrior.

Digital billboards supplied with data from Internet services company Inrix lets them deliver both. For five weeks this summer, eight digital billboards along highways in Toronto and Montreal tailored messages to suit how fast people were moving. The multinational food giant Danone was the first to try the new strategy, displaying four ads based on congestion levels, from 'Moving right along' to 'I'm never getting there!'

Dec 3  
The Ichetucknee Time Machine, Fort White  
Dec 3  
Fall Farm and Cane Festival, Newberry  
Dec 3  
Winter FeStval, Tallahassee  
Dec 3-4  
Annual Market Days, Tallahassee  
Dec 3, 10, 17  
Santa's Storybook Tea Party, Amelia Island  
Dec 4  
Annual Garden Club Christmas Tour of Homes, St Augustine  
Dec 9  
Holiday Pops! Concert, Niceville  
Dec 10  
Amelia Island Holiday Cookie Tour, Amelia Island  
Dec 11  
Holiday Traditions A Musical Celebration, Gainesville  
Dec 17-18  
Holiday Magic, Tallahassee  
Dec 18  
Pickin' in the Park, Ocala  
Dec 31  
New Year's Eve Beach Ball Drop, Panama City Beach

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

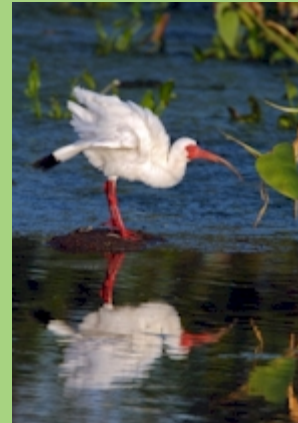
Inrix has seen companies use its data to trigger two ads, but never four. The copious amount of data flowing from navigation systems and apps made it possible. 'It's all part of making digital advertising more and more relevant,' says Kevin Foreman, who oversees geoanalytics for the company.

Chances are you don't know you're contributing oodles of traffic data to Inrix. But you'll find its software in navi systems favored by Audi, Ford, and Volvo, to name a few. Major fleets like UPS use it, too. And of course Inrix has an app, which competes with Waze. In all, 270 million drivers in 45 countries contribute anonymized travel information to Inrix. The company gives you something in exchange, though: It feeds that raw data into algorithms that help government agencies spot crashes and jams, or aid users in dodging congestion.

Inrix also has a healthy sideline selling that data to outdoor advertising companies (you know, the guys that run billboards), which use it to find new ways of selling you things. Canadian digital billboard supplier Dynamic Outdoor came up with the idea for a campaign based on external data feeds, which would change according to information provided by Inrix and others. (The Danone campaign also changed its copy based on the weather—a hot day translated into an ad featuring a cool, blue pool.)

Essentially, Dynamic Outdoor's software periodically pinged Inrix servers for real-time traffic updates, then brought Danone's ad up to speed based on how grueling the commute was.

Did it sell more yogurt? The advertising industry is still developing a data-based standard for measuring billboard effectiveness... Still, plenty of research suggests that people cotton to outdoor ads targeting their specific demographic—race, income level, age, and maybe, rush hour status. By now, you're used to targeted ads following you around online. They're coming to your commute, too..."



-- Bryan Kowalsky And Minas Panagiotakis, Wired

[Read entire article here](#)

## "St. Petersburg rolls out bike share program"



Photo: Coast Bike Share via Tampa Bay Times

"As the Tampa Bay area continues to grow, it is becoming harder to get around. The city of St. Petersburg is now following Tampa's lead and changing the face of transportation. On Tuesday, the greater downtown area will get 100 city bikes housed at 10 hubs. This is all part of the Coast Bike Share program that plans to expand its fleet in the coming months.

'There's a culture [in St. Pete] that's really booming with arts, food, and breweries. Everything screams bikes right now,' said Eric Trull, director for Coast Bike Share. Trull is also in charge of Tampa's program which has 25,000 members after almost two years. He believes St. Petersburg will have an even bigger response.

'We really expect it to be larger here, really because of the connectivity and the grid system and trails,' said Trull.



Downtown businesses hope Trull's suspicions are correct. Sarah Weaver is the owner of Bandit Coffee off Central Avenue in the Kenwood neighborhood. Her business is at the furthest point on Central where a bike hub will be located.

'As a business owner since we're right outside downtown, it really creates a great sense of connection because there is more to our city that just downtown,' said Weaver.

10 News also spoke to bike shop owners in the downtown area. They told 10 News they are not worried about competition with the bike share program. According to several bike shop owners, these programs can actually help bike shops get the word out about the importance of cycling.

The first 10 hubs will be located along the waterfront and Central Avenue corridor. One of the hubs is off 2nd Avenue next to the St. Petersburg Museum. This is also where the Cross Bay Ferry Terminal will be.

The idea is to provide drivers another option to cross the bay. For example, if there is an accident on the Howard Frankland Bridge, downtown residents could rent a bike and park it at the 2nd Avenue hub. From there, they could take a 50 minute ferry ride into Tampa and rent another bike on that side. The Coast Bike Share membership is reciprocal for St. Pete and Tampa.

The average cost for the program is \$8.00/hour prorated. You can also pay monthly or yearly. The Cross Bay Ferry will cost \$10.00 one way.

'We're trying to get people more options to get around town besides in the car,' said Evan Mory, the City of St. Petersburg's Director for Transportation.

Unlike Tampa, the city of St. Pete bought the bikes and infrastructure and will share half of the profit with the operator. Some city council members said the \$1.5 million cost could go to other issues like the sewage system or bus routes.

'We hope and anticipate it to go over very well. We have no reason to believe that we should have concerns about the success in St. Petersburg,' said Mory.

In the future, Mory hopes to move forward with a complete street project where there would be separate vehicle and bike lanes for downtown.

In the coming months, there will be 300 bikes and 30 stations around the city."

-- Hilary Zalla, WTSP

[Read entire article and see video here](#)

