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Citizens for a Scenic Florida, Inc. is dedicated to preserving and enhancing Florida's scenic heritage. But it needs your support. This newsletter comes to you free whether you are a member or not. But we hope you will join us to work together to keep Florida the scenic place it is. Joining is easy and rewarding.

[Join Here](#)



### National News:

We reported this last month, but its significant bears repeating. This report should be must reading for all city, county and state officials that have any influence over our highways and billboards. The report actually warns that digital on-site signs represent an even greater distraction to drivers. New Technology for audio integration, interactive billboards, personalized billboards, mobile digital billboards - and more reported on in Section 8 of the report should give everyone cause for concern.

### New Safety Report Urges Major Restrictions on Digital Billboards

A major report has been issued that for the first time recommends policies to improve the safety of digital billboards by severely limiting appropriate locations for the signs and establishing new criteria governing sign behavior, including the frequency with which the brightly illuminated electronic images should be allowed to change.

Digital Billboard



Written by renowned human-factors expert Jerry Wachtel, the report, [Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs](#), was produced as a project of the National Cooperative Highway Research Program (NCHRP) of the American Association of State Highway and Transportation Officials (AASHTO).

[Click here for more...](#)

### Notes:

- Using a distracting billboard to warn drivers against distraction... ultimate irony.
- Can a 16 year old teach everyone about the importance of farm land?

Read on...

### Billboards

[Ironic: New Florida billboard campaign aims to curb distracted driving \(w/VIDEO\)](#)

by [Jeremy Korzeniewski](#) on Jul 11th 2009 at 9:25AM



It seems to us that when we're glancing in the direction of a roadside billboard, we're not really keeping our eyes on the road. This undeniable fact hasn't stopped the installation of a new billboard in Fort Myers, Florida directing drivers to visit [deathbycellphone.org](http://deathbycellphone.org). Good cause, poor implementation?

In a report that seems oblivious to the irony of an eye-catching billboard reminding drivers to pay attention to the road, the local NBC affiliate quotes Jay Anderson, founder of Stay Alive Just Drive, as saying, "Distractions are dangerous, period. At any given time, look left look right and you're going to see someone on their cell phone." Vinny Fazio of Lamar Advertising, which donated the billboard space, adds, "That's the good thing about outdoor advertising. We're looking to grab people's attention."

[Click here](#) to watch a video segment from WLBZ Channel 2 in Bangor, Maine along with a press release from the National Safety Council.

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## **Scenic Things to Do**

### **Scenic travel calendars**

The Sun-Centinel publishes monthly travel calendars of interesting things to do in Florida. Some of you sent your own calendars to be included. Time and space prevents researching every city so if you would make sure your local events are included in the Sun-Centinel calendars then the rest of the state will know about them. Here are links to the upcoming August events:

[North Florida & the Panhandle Travel Calendar for August](#)

[South Florida Travel Calendar for August](#)

[Central Florida Travel Calendar for August](#)

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## Scenic Highways

### \$100K awarded A1A Scenic Coastal Byway

June 15, 2009



Sallie O'Hara, Byway Program Administrator, reported to Historic City News today that the Friends of A1A have been awarded \$100,000 for Coastal Conservation Clean-ups.

The Florida Coastal Management Program (FCMP) within the Department of Environmental Protection (FDEP) announced a grant award for FY2009-2010 to the Friends of A1A Scenic and Historic Coastal Byway in the amount of \$100,000.

The project entitled "See It – Clean It" – Coastal Conservation Campaign calls for regular coastal clean-ups by scores of volunteers to maintain Northeast Florida's treasured beaches as well as educate travelers and residents in harmful effects of litter along the coast.

It also funds a gala symposium with keynote speakers slated to occur in May 2010 at Marineland to honor volunteers.

This award complements current volunteer efforts by the Friends of A1A participating in the FDOT Adopt-a-Highway Program for the 72-mile Byway corridor.

The local award, consisting of \$50,000 in cash and \$50,000 in-kind matching, ranked seventh of nine statewide projects funded. Funding comes from the National Oceanic and Atmospheric Administration.

This is the same program, which promotes Working Waterfronts as in Vilano Beach and Remarkable Coastal Places such as Marineland. The grant requires extensive community engagement of volunteers and partners actively performing mini-projects and regular beach clean-ups.

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## Farmland Protection

### For teen, conservation is a sweet deal



Doug Engle/staff photographer

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Bryan Benner, 16, wrote an award-winning speech about Florida land use. Here he sits on the cane kettle Wednesday where he and his family boil cane to make syrup.

By Kathy Mancil  
Correspondent

Published: Monday, July 6, 2009 at 6:30 a.m.

Last Modified: Sunday, July 5, 2009 at 10:34 p.m.

SILVER SPRINGS - In his award-winning speech, 16-year-old Bryan Benner knows what he's talking about when he says, "I can't think of anything better than a hot biscuit and freshly boiled cane syrup."

His family owns a sugar cane patch and mention of it lends to the fun and personal tone of his fact-filled Florida land-use speech about agriculture.

In preparation for taking his eight-minute speech, which won first place at county and district levels, to the state level of the Association of Florida Conservation Districts in August, Bryan recently practiced at a meeting of the Oak Run Democratic Club.

"Welcome aboard the Florida Agricultural scenic tram," he said as he began the speech at the retirement community.

He then took the crowd of about 50 on a virtual journey beginning in South Florida and traveling to the Georgia state line. Along the way, he pointed out products grown and harvested on Florida's 42,500 commercial farms, which utilize 10 million acres of land and provide more than 700,000 jobs.

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**Other Scenic Views**

**Have fun this summer without leaving your backyard**

Special to The News-Press • June 26, 2009

Are you pinching your pennies to pay for necessities but still feel that you need a little rest, relaxation, or stress relief?

You don't need to fly off to France or book it to Belize! Why not investigate an inexpensive, easy Florida getaway this summer?

The Cape Coral-Lee County Public Library has a collection of Florida travel books that will help you plan your backyard vacation for free.

Hop in your car for a day or a weekend and bring along "One Tank Trips" by Bill Murphy. This is a Florida classic that takes you from well-known destinations (the Salvador Dali Museum in St. Petersburg or Weeki Wachee Springs) to more obscure attractions (Heritage Village in Largo or Linger Lodge RV Resort and Restaurant). Dividing the state into North, Central, West Central, and Southwest Florida, "One Tank Trips" will provide you with an almost unlimited array of entertaining road trips.

"Drive Around Florida" from Thomas Cook Publishing is a guide to the top 25 driving tours around the Sunshine State. From the panhandle to the Keys, this book provides information on all the "must-see" attractions that anyone can afford. With ratings of each area for nature, scenery, beaches, children's activities, history, and more, and with suggested driving tour routes, "Drive Around Florida" has everything you need for a great driving adventure.

If you want to leave the well-traveled highways behind, take a leisurely approach to visiting Florida with "Best Backroads of Florida" by Douglas Waitley. This three-volume set covers "The Heartland," "Coast, Glades and Groves," and "Beaches and Hills." These tantalizing volumes feature Florida's hidden secrets, from pristine springs, to tiny historical villages, to stately southern mansions surrounded by live oaks hung with Spanish moss.

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Wilton Rooks

Scenic Watch Editor