

Scenic Watch

Citizens for a Scenic Florida



News Feb - March 2014



Photo: Huffington Post

What is a "SIGN"?

Ads That Encourage Bus Riders to Deface Them By Scratching Off Surface To Reveal Second Image

"The Museum of Contemporary Art in Chicago is promoting its ongoing archaeology-as-art exhibit, 'The Way of the Shovel,' through a series of scratch-off bus shelter advertisements. The new initiative invites

bystanders to leave their mark on the city, transforming bland ads into DIY works of art...."

The underlying advertisement is revealed slowly with each scratch.

Novel new approaches to the basic concept of the traditional static display sign can have unanticipated side effects. Chicago will be able to learn if people will continue to scratch at their bus shelter advertising once these non-traditional "scratch-off" ad campaigns are over. No mention is made in the articles about the relatively large amount of metallic silver scratch off coating that will fall into the shelter. Hopefully, people using this creative opportunity will be considerate to others in their choice of materials to scratch into the surface..

-- Huffington Post

[Read entire article here>](#)

Events Around Our State



Fun Festivals and Events

Central Florida

Mar 7-10

Swamp Fest, Weeki Wachee

Mar 8

Taste of Oviedo, Oviedo

Mar 8-10

Englewood Music Festival,
Englewood

Mar 8-17

Firefighters' Indian River County
Fair, Vero Beach

Mar 9

Cruisin' Downtown DeLand Classic
Car Show, DeLand

Mar 9-10

Manatee Festival of the Arts, Apollo
Beach

Mar 13

Moonlight Carillon Concert at Bok
Tower Gardens, Lake Wales

Mar 14-16

Tico Warbird Airshow, Titusville

Mar 15

Jazz Friday at Fossaner Museum of

Miami: New Sign Code Appears On City Council Agenda Again and Again

"Feb 27 was the fifth time the item has been placed on the Miami City Commission Agenda.

It allows an unlimited number of mini-LED billboards (Electronic Message Signs). It allows non-conforming signs and illegal signs to stay up. It does not keep bright and obnoxious signs away from single family and duplex neighborhoods. It does not address the 700+ billboards, illegal LED billboards and billboards on walls currently littering our City."

-- Scenic Miami-Dade

[Visit Scenic Miami-Dade website here>](#)

"\$4.3m Paid To Get Rid Of Billboard? Yes, It's True"



Photo: Scenic America

Art, Melbourne

Mar 15-17

Megacon, Orlando

Mar 15-24

Sarasota County Fair, Sarasota

Mar 16

Kowtown Festival, Kissimmee

Mar 16-17

Cape Canaveral Images in Art, Cape Canaveral

Mar 21-23

54th Annual Winter Park Sidewalk Art Festival, Winter Park

Mar 22-23

Spring Break Nationals, Daytona Beach

Mar 22

Fourth Fridays Art Walk, Sanford

Mar 22-23

Spring Antiques, Collectibles & Crafts Show, Mount Dora

Mar 22-23

The Sarasota Folk Festival, Osprey

Mar 23-24

Battle at Narcoossee Mill, St. Cloud

Mar 23-24

Annual Spring Fine Arts Festival, Englewood

Mar 23-24

Downtown Sarasota Craft Festival, Sarasota

Mar 24

Chocolate Festival, Melbourne

Mar 24-29

Citrus County Fair, Inverness

Mar 27

Climb to the Moon, Ponce Inlet

Mar 28-29

Grant BBQ Fest, Grant

Mar 29-30

The Lakeland Craft Festival, Lakeland

[Read more >](#)

South Florida

Mar 2-23

Sanibel Music Festival, Sanibel Island

Through **Mar 3**

Southwest Florida and Lee County Fair, North Fort Myers

Mar 7-9

"Reporters see lots of news releases every week, with most getting only a cursory glance. But there was one I received the other day with a headline that caught my eye: 'Minnesota taxpayers spend \$4.3 million to remove billboard.'"

Turns out it's true. And more complicated than that.

The release came from Scenic America, a Washington, D.C.-based nonprofit that fights billboards. In recent years, much of that fight has centered around electronic billboards — the large flashing signs that typically show different advertisements every few seconds.

As part of the \$130 million Lafayette Bridge replacement project in St. Paul, the Minnesota Department of Transportation condemned land along the old bridge owned by Clear Channel Outdoor that had an electronic billboard. A few standard billboards also came down.

The state negotiated a settlement with Clear Channel on the electronic billboard, based on the cost of the sign itself and the potential revenue that the company stands to lose in the next several years without it.

The final figure — \$4.3 million — was approved last fall by Ramsey County District Court. 'They asked for more than we provided,' MnDOT spokesman Kevin Gutknecht said.

Gutknecht said the Clear Channel billboard was the first electronic billboard in the country removed by condemnation.

That's exactly the point, Scenic America spokesman Max Ashburn said: The more of them allowed by cities and states, the more difficult the fall will be for taxpayers when they come down...

-- Kevin Duchscher, StarTribune

[Read entire article here>](#)
[Visit Scenic America's website here>](#)

Rapid City Council Votes Unanimously to Defend Against Louisiana-based Lamar Advertising



Photo: Rapid City Journal

Sanibel Shell Fair and Show, Sanibel Island

Mar 7-9

63rd Annual Art Under The Oaks, Vero Beach

Mar 8-9

The Bonita Springs National Art Festival, Bonita Springs

Mar 8-10

Florida's Creative Coast Weekend, Pine Island

Mar 8-10

All-Florida Championship Rodeo, Arcadia

Mar 8-10

Fairchild's 11th Annual International Orchid Festival, Coral Gables

Mar 9

Marathon Miami, Miami Beach

Mar 9-10

Fort Myers Beach Shrimp Festival and Parade, Fort Myers Beach

Mar 9-10

25th Annual Art Fest by the Sea, Juno Beach

Mar 9-10

Original Marathon Seafood Festival, Marathon

Mar 11-16

Okeechobee County Fair, Okeechobee

Mar 14-15

Delray Beach St. Patrick's Day Festival, Delray Beach

Mar 14-June 8

34th Annual Week of the Ocean Festival Sea-son, Fort Lauderdale

Mar 15-16

53rd Annual Historic House Tours, Key West

Mar 15-16

ArtsFest, Stuart

Mar 16

Fishermen's Village St. Annual Patrick's Day Celebration, Punta Gorda

Mar 16-17

Peace River National Arts Festival, Punta Gorda

Mar 21

Downtown Gallery Walk, Punta Gorda

Mar 21

Third Thursday Art Walk

"The city will prepare for a trial over billboard spacing requirements in Rapid City but delay an appeal of a recent court ruling that overturned a citizen-approved ban of digital signage...

While a U.S. District Court recently overturned the city's ban on new off-premises digital billboards, Chief Judge Jeffery Viken did not rule on whether city's spacing requirements were legal.

The regulations under question include a 1,500-foot radial and 2,000-foot linear distance requirements between off-premises billboards...

Among those at Monday's meeting was Lisa Modrick, the president of Scenic Rapid City that circulated petitions to get the ban on the 2011 ballot. It ultimately passed with 66 percent of the vote.

A second initiative established a 20-year expiration date on sign credits, the city's currency for sign companies to trade in old signs and build new ones, which received 65.5 percent of the vote. A 20 sign-credit cap was also included.

'The fight by city hall must continue to defend the vote of the citizens of Rapid City,' Modrick said. 'There are examples of lawsuits taking place all over the country. Cities are fighting these big out-of-state billboard companies at what it cost to get back the rights of its citizens and inform and control of its sign codes and regulations. It's for the future vision of our city.'

She pointed to several documents that she said supported the decision to fight the court's ruling.

Those documents included a report from the South Dakota Office of Tourism, the Mount Rushmore Road Corridor Development Plan and the city's own 2014 comprehensive plan, all of which recommended restrictions to limit or eliminate additional billboards and digital signage...

Former Mayor Jim Shaw agreed that fight against digital billboards isn't over in a city that voted with a two-thirds majority in 2011 to ban additional digital signage. He urged the council not to be intimidated by Lamar signs threats and that the city should appeal the court's decision.

'I would strongly encourage you to continue your appeal and continue the support that you have shown for two-thirds of the voting public that cast their ballots now more than two years ago,' Shaw said.

Scenic Rapid City Vice President Debra Jensen said the city's legal team has a proven track record to defend the city and fight Lamar in support of the rights of the city's residents."

-- John Lee McLaughlin, Rapid City Journal

Rapid City Citizens Speaking at City Council Meeting

(NOTE: 34:24 Into Video For Start Of This Issue)

Mar 22

Woofstock Music Fair, Islamorada

Mar 23-24

Downtown Naples Festival of the Arts, Naples

Mar 29

Fifth Annual Florida Keys Ocean Festival & Waterfront Craft Show, Key West

[Read more >](#)

North Florida

Mar 1-31

Garden Month 2014 at Cummer Museum of Art and Gardens, Jacksonville

Mar 7-8

Smokin' in the Square, Pensacola

Mar 7-9

Amelia Island Concours d'Elegance, Amelia Island

Mar 7-9

The St. Augustine Celtic Music & Heritage Festival

Mar 7-9

Nature Coast Civil War Reenactment, Crystal River

Mar 14

Moon Over the Mounds, Crystal River

Mar 15

Wild Azalea Festival, White Springs

Mar 15

Gate River Run, Jacksonville

Mar 15

Great Atlantic Seafood Festival, Jacksonville Beach

Mar 15-21

Paddle Florida, Lee

Mar 20-23

Suwannee Spring Fest, Live Oak

Mar 21-22

BeulahFest, Pensacola

Mar 21-23

Lions Seafood Festival, St. Augustine

Mar 29

Uptown Saturday Night, St. Augustine



Photo: Rapid City Council Meeting Coverage

[Visit the Scenic Rapid City website for more information >](#)
[Read entire Rapid City Journal article here >](#)



Photo: Jim Gerhz, StarTribune

"Big Cities Around The Country Are Striking Deals With Private Companies To Run Their Bus Shelters, But Minneapolis Leaders Think The Government Can Do It Better."

"Minneapolis is shifting management of nearly 180 privately owned bus shelters to Metro Transit, which already owns nearly two-thirds of the shelters in the Twin Cities. In doing so, it will lose a cut of the revenue from ads for such things as iPhones, beer, luxury apartments and more.

The end of the longtime agreement with CBS Outdoor follows complaints about the upkeep from lingering graffiti, loose glass and a "nightmare" shelter with missing panels, rust and faded scribbings.

Mar 29

46th Annual Springtime Tallahassee,
Tallahassee

[Read more >](#)



Note from the Editor

Suggestions for improvement are
always welcome.

One resident complained to the city that after a car smashed into a privately owned bus shelter in south Minneapolis, the New York-based company replaced it with a 'crummy' one.

'If we want to attract and keep businesses on this section of East 38th, we have to make it look inviting. Please help!' the citizen pleaded..."

-- Maya Rao, Star Tribune

[Read entire article here>](#)