

Scenic Watch

Citizens for a Scenic Florida



March, 2012

New Era In Advertising: Active Signs



Photo: Mr. Kipling

Bus Shelter Hands Out Free Snacks

This bus shelter ad has the mechanical ability hidden within that allows it to dispense wrapped samples of Kipling brand cakes when the sign area is slapped or poked. There is also a button that the public can press to release a cake scent. What's next?

Google.

Please see the next two articles for potentially significant developments in modern signage that may not be covered by many local sign regulations in our communities here in Florida.



Photo: now-here-this.timeout.com

[Read Atlantic Cities article here>](#)

March-April



Illustration: Google

Active Signs:
OMG(oogle)



Fun Festivals and Events

Central Florida

March 27 - April 1

Sun 'n Fun International Fly-in and Expo, Lakeland

March 30 - April 1

Spring Car Show & Swap Meet, Daytona Beach

March 31

Florida Black Bear Festival, Umatilla

April 3

Moonlight Carillon Concert at Bok Tower Gardens, Lake Wales

April 5-8

The Ultimate National Cheerleading Championship, Kissimmee

April 7

45th Annual Run Forrest, Run!
Easter Beach Run, Daytona Beach

April 8

Easter Sunrise Service at Bok Sanctuary, Lake Wales

April 12-15

Celebration Exotic Car Festival, Kissimmee and Celebration

April 13-22

Sarasota Film Festival, Sarasota

April 13-14

Central Florida Dragon Boat Festival, Tavares

April 13-15

Gulf Coast Rhythm and Ribfest, Palmetto

April 13-15

Tampa Bay Blues Festival, St. Petersburg

April 14

Dark Sky Festival, Harmony

April 14-15

Fifth Annual Tarpon Springs Sponge Docks Art and Craft Festival, Tarpon

Google Patent Filing Hints at Digital Billboard Ad Network

"...The Mountain View, Calif. search marketing giant has filed a patent application for technology that lets local stores tie their stock control computers to a Google-powered ad network, a strong hint that the company is planning to expand expansion beyond Web, print and radio advertising.

The patent, filed December 21, 2006 with the USPTO (United States Patent and Trademark Office), covers systems and methods for allocating advertising space in a 'network of electronic display devices.'

-- ClickZ

Google Patents Technology to Serve Ads Based on Background Noise

"A new Google patent could enable the search giant to base advertising on background noise during phone conversations, although the scope of the patent is much broader.

Google was awarded a patent Tuesday for advertising based on based on "environmental conditions," as the search giant calls it in the patent documents. Advertising can be served on the basis of a sensor that detects temperature, humidity, sound, light or air composition near a device, and ads are served accordingly.

This could mean that if the Google technology detects the sound of the sea, advertisements for beach balls and towels could be served. The ad could be delivered in the form of text image or video, sent to the users' device after detecting the environmental conditions. Google plans to connect those conditions with keywords that advertisers can buy.

The patented technology is meant for personal computers, digital billboards, digital kiosks, vending machines and mobile phones. This raises the question whether Google is planning to serve ads based on background noises picked up during phone conversations..."

-- PCWorld

[Read PCWorld article here>](#)

[Information Week/Byte article here>](#)

[Read ClickZ article here>](#)

Springs

April 14-15

9th Annual Island Earth Days,
Honeymoon Island State Park

[Read More >](#)

South Florida

March 31

Annual Spring Fine Arts Festival,
Englewood

March 30-31

13th Annual O.J. McDuffie Spring
Celebrity Golf Classic, Lauderhill

April 7-8

Orchid and Bromeliad Show & Sale
at Flamingo Gardens, Davie

April 8

Underwater Easter Egg Hunt, Key
Largo

April 12

Miami Riverday Festival, Miami

April 13-15

Sharks Tooth Festival, Venice

April 14

Sharks Tooth 10K run, Venice

April 14

Earth Day Celebration at Bahia
Honda State Park, Big Pine Key

April 14

Naturescaping 2012 -- A Green
Celebration, John D. MacArthur
Beach State Park

April 15

18th Annual Bay Jam, Islamorada

April 18-21

Miami Wine and Food Festival,
Miami

[Read More >](#)

North Florida

March 29-April 7

Clay County Agricultural Fair, Green
Cove Springs

April 5-7

Antique Tractor and Engine Show,
White Springs

April 6-9

Florida SB268

"Trails sponsorship bill passes House, goes to governor"



The compromise that was worked out with conservation groups was expanded to include additional trails by late amendment

"Big Billboards on Greenways -- SB 268 -- This is the 'billboards on state trails' bill that was initially opposed by several conservation groups, but a compromise was worked out and supported by all groups that limited signage to just 7 designated trails. A late filed amendment prior to passage however allowed, in addition to the 7 trails, any other to be eligible for consideration. This bill has passed and is being sent on to the Governor."

-- 1000 Friends of Florida

[Visit 1000 Friends website here>](#)

[Read news article in The Current here>](#)



Photo: Russ Carmack, The News Tribune

Update:

Tacoma not enforcing deadline for removing 190 billboards

City Manager suspends enforcement of Tacoma's billboard law in 2012

"Citing the city's ongoing budget crisis, Tacoma City Manager TC Broadnax this week suspended enforcement of the city's recently revised billboard law until year's end -- a move that essentially grants a timeout to advertising giant Clear Channel Outdoor from having to remove scores of signs across the city.

Clear Channel had faced a March 1 deadline for removing about 190 billboards deemed "nonconforming" under the revised code adopted by the City Council in August. The company is now fighting the city over the issue in court.

Broadnax's stay on billboard enforcement will give city officials time to examine where the ongoing legal battle 'falls as a budget priority,' city spokesman Rob

Paddle Florida, Lee

April 7

Bluegrass in the Park, Silver River State Park

April 7-8

The Villages Craft Festival, The Villages

April 8

Underwater Easter Egg Hunt, Key Largo

April 13-15

George's Music Springing the Blues, Jacksonville Beach

April 14-15

Fifth Annual Tarpon Springs Sponge Docks Art and Craft Festival, Tarpon Springs

April 15

Spring Festival, Alachua

April 18-29

37th Annual Pioneer Days High Springs, Downtown High Springs

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Note from the Editor

Suggestions for improvement are always welcome.

McNair-Huff said Friday.

'Obviously, when the amended billboards code was passed in August, the city was in a different situation,' McNair-Huff said. 'We knew Clear Channel would fight, and we knew that would be expensive. But we were willing at that time to take on the fight. In light of the state of the city's budget, the times are different now.'

The stay applies only to enforcement of violations due to "nonconforming" issues, such as size, location or other physical billboard restrictions in the code, McNair-Huff said. The city will continue to enforce public safety- and blight-related violations, he said..."

[Read entire article here>](#)

Update:

Rapid City billboard win upheld by Governor



Photo: Aaron Rosenblatt, Rapid City Journal

"Rapid City's initiative banning new digital billboards narrowly survived a legislative challenge Monday.

The bill forbidding cities like Rapid City from banning new billboard technology died in the House of Representatives after falling four votes short of the total needed to override Gov. Dennis Daugaard's veto"...

[Read entire article here>](#)