

# Scenic Watch

Citizens for a Scenic Florida



News April 2014



Photo: Tampa Bay Times

## "A Bike Trail From Tampa To Clearwater Beach Draws Closer To Reality"

"For ambitious cyclists who dream of saddling up on Ben T. Davis Beach in Tampa and a few hours later easing sore muscles into the Gulf of Mexico, more than 7 miles of trails slated to be completed in the city by late 2016 would make the bay-to-gulf ride a reality...

Planners and civic boosters say the new trails could be a potential game changer for Clearwater's biking reputation...

More than 80 percent of the residents queried said they wanted more trails.

Opening up a biking corridor from Tampa to Clearwater Beach could stimulate the city's economy and put it on the map as a biking tourist destination, city planners and elected officials hope.

'That would be huge,' said Felicia Leonard, a Clearwater recreation planner with expertise in bike and pedestrian trails...

Clearwater City Council member Bill Jonson spearheaded the \$20 million Courtney Campbell Trail project, paid for with federal dollars. He thinks a trail crossing Tampa Bay will attract traveling biking clubs from around the country looking for destination trips.

'It all enhances the viability and attractiveness of the region. People don't want to just ride on roads,' Jonson said...

To those who doubt that a bike trail network will knit together the city's economic development, tourism and quality of life aspirations, Jonson counsels patience.

And he points to the well-established Pinellas Trail, which has energized downtowns in Dunedin and Tarpon Springs, as an example...

...north of downtown, the Pinellas Trail runs through the Old Bay and North Greenwood neighborhoods, which could evolve into an 'arts district,' Jonson said. Already, the neighborhood is showing signs of life with the success of Nauti Nancy's, a restaurant and bar, he said.

'Some things just take a little while to come together,' he said."

-- Charlie Frago, Tampa Bay Times

[Read entire article here>](#)

## Events Around Our State



## Fun Festivals and Events

### Central Florida

#### **April 19**

Cruisin' Downtown DeLand Classic Car Show, DeLand

#### **April 19**

Florida Lighthouse Day, Ponce Inlet

#### **April 19**

Earth Day, Orlando

#### **April 20**

Easter Sunrise Service, Lake Wales

#### **April 25**

4th Fridays in Artisan Alley & DeLand Art Walk, DeLand

#### **April 25**

Fourth Fridays Art Walk, Sanford

#### **April 25-27**

Blueberry Jerry Jamboree, Spring Hill

#### **April 26**

Art Walk on Flagler, New Smyrna

## Jacksonville: "Jacksonville Jaguars to Get World's Largest LED Screens"



Photo: Televisions Reviewed.com

### "Massive 362-Foot-Wide Displays Will Absolutely Dominate The Competition, Even If The Jags Can't"

"...Built by Daktronics, each screen will measure a remarkable 362 feet wide and 60 feet tall, and offer enough real estate for three side-by-side 16:9 video feeds, plus a 44-foot space for a digital scoreboard. Each screen offers a more than 21,700 square feet of active display area—nearly as much space as the entire field. Jacksonville's new screens will easily eclipse the largest screen currently used at a sporting facility—the 197 by 77-foot display on the backstretch at Charlotte Motor Speedway. And they'll absolutely dwarf the biggest LCDs in the NFL, which are found at Houston's Reliant Stadium and Dallas's AT&T Stadium. Did we mention there will be two of them?..."

-- Ben Keough, Televisions Reviewed.com

Beach

**April 26**

Concert Under the Stars at Bok Tower Gardens, Lake Wales

**April 26-27**

The Great American Pie Festival, Celebration

**April 26-27**

Halifax Oyster & Music Festival, Daytona Beach

**Through May 17**

Sea World presents Viva La Musica, Orlando

**Through May 18**

Epcot International Flower and Garden Festival, Lake Buena Vista

**Through May 31**

Universal Studios Mardi Gras, Orlando

**May 2**

Jazz Friday at Foosaner Museum of Art, Melbourne

**May 2-3**

Smoke n' Blues, Bikes and BBQ, St. Cloud

**May 3-4**

St. Johns River Festival of the Arts, Sanford

**May 3-4**

Jazz on the Vineyard Green, Clermont

**May 5**

Cinco de Mayo Celebration, New Smyrna Beach

**May 8**

Alive After 5, Sanford

**May 9**

Art and Music in the Park, Casselberry

**May 9**

Friday Family Fest, Melbourne

**May 10**

Dancing on the Drive, Orlando

**May 10-11**

Mayfaire-by-the-Lake, Lakeland

**May 10-11**

Vero Beach Air Show, Vero Beach

**May 11**

Mother's Day Carillon Concerts, Lake Wales

**May 14**

Climb to the Moon, Ponce Inlet

[Read more >](#)

## Miami: Coconut Grove

### "Locals All Lit Up About The New Led Sign"



Photo: Coconut Grove Grapevine



Photo: Coconut Grove Grapevine

"There's a new improved sign ordinance planned for the City of Miami...

The proposed ordinance would eventually get rid of all free-standing signs in favor of monument signs, which planners view as 'more urban' .....

Grovite Nathan Kurland, quoted in Miami Today, said 'the 'flashing mess of LED signs threatens to ruin the area's tropical beauty, and even stricter rules are needed to regulate the brightness of LEDs.'

Well, a flashing mess was installed right in the Center Grove, which took a couple of weeks to do.

It was so involved that even the streets were dug up to accommodate the monolith sitting next to a bus bench.

## South Florida

### April 17

Downtown Gallery Walk, Punta Gorda

### April 17

Third Thursday Art Walk

### April 18-27

Conch Republic Independence Celebration, Key West

### April 19-20

39th Annual Mainsail Arts Festival, St. Petersburg

### April 23-27

Fort Myers Beach Film Festival

### April 25-27

The 52nd Annual Delray Affair, Delray Beach

### April 25-27

Pompano Beach Seafood Festival, Pompano Beach

### April 26-27

The Seminole Casino Balloons Over Paradise, Immokalee

### May 1-4

Humphrey Bogart Film Festival, Key Largo

### May 3-4

Buckler's Craft Fair, West Palm Beach

### Through May 4

SunFest, West Palm Beach

### May 4

Suntrust Sunday Jazz Brunch, Fort Lauderdale

### May 7-11

Key West Songwriters' Festival, Key West

### May 10

9th Annual Turtle Trot 5K, Fort Myers

### May 10

Great Dock Canoe Race, Naples

### May 15

Downtown Gallery Walk, Punta Gorda

### May 15

Third Thursday Art Walk  
Islamorada

### May 15-18

Key Largo Original Music Festival, Key Largo

There's even a large ugly electrical meter next to it so that FPL can get their cut of the digital mess....

Locals are upset and the thing isn't even lit up yet. There may be some rules against this though with the Grove being historical and all...but the locals are hysterical over the sign."

-- Posted by Grapevine, Tom Falco, Editor, Coconut Grove Grapevine

[Read entire article here>](#)

## CBS Outdoor Goes Public:

### Wall Street Journal Says They Are "A Poster Child for Old Media"



Photo: Parker Eshelman, Wall Street Journal

### "Billboard Unit Boasts of Positive Trends as Shares Began Trading on Friday "

"The future of marketing rests just as much in the trusty billboard as in social media, online video or TV.

That, at least, is the contrarian message that the head of CBS Corp.'s CBS outdoor-ad business has been taking to Wall Street, as the unit prepares to become publicly traded.

It isn't a crazy argument. Spending on outdoor ads grew 4.4% in the U.S. last year, according to ad-research firm Kantar Media, even as other traditional media such as print and radio shrank in the face of competition from the Web.

'Most other media's audiences are declining or fragmenting,' said Jeremy Male, chief executive of CBS Outdoor Americas, in an interview, noting that people can't skip through a billboard ad like TV viewers equipped with digital video recorders.

'What we can say about our audience is that it keeps growing,' he said, pointing to trends such as increasing commute times—giving people more opportunity to see billboards.

CBS Outdoor Americas went public on Friday, when a 20% stake sold by CBS started trading on the New York Stock Exchange.... CBS, which is expected to generate a little more than \$2 billion in cash between the IPO and a dividend it receives from a debt offering by the outdoor company, plans to dispose of the

**May 16-18**

Redland International Orchid Show,  
Homestead

**May 23-25**

Miami International Piano Festival /  
Discovery Series, Miami Beach

[Read more >](#)

## North Florida

**Through May 4**

Thunder Beach Spring Rally,  
Panama City Beach

**Through May 3**

Suwannee River Jam

**April 17-19**

Down Home Days Festival & PCA  
Rodeo, Madison County

**April 19**

Apalachicola Antique and Classic  
Boat Show, Apalachicola

**April 23-27**

Seabreeze Jazz Festival, Panama City  
Beach

**April 25-26**

Carrabelle Riverfront Festival,  
Carrabelle

**April 25-27**

Interstate Mullet Toss and Gulf  
Coast's Greatest Beach Party,  
Pensacola

**April 26**

Taste of St. Augustine, St. Augustine

**April 26-27**

38th Annual Pioneer Days High  
Springs, Downtown High Springs

**April 30 - May 4**

Florida's Birding and Photo Fest,  
Ponte Vedra Beach

**May 1-4**

World of Nations Celebration,  
Jacksonville

**May 2-3**

Spring Tour of Historic Homes,  
Apalachicola

**May 2-4**

30th Annual Pensacola Crawfish  
Festival, Pensacola

**May 2-4**

Isle of Eight Flags Shrimp Festival,  
Fernandina Beach

**May 2-4**

Gamble Rogers Folk Festival, St.

rest of its stake later this year through a tax-free 'split-off' in which CBS shareholders will be offered the chance to swap some or all of their shares for stock in the new company.

CBS last year sold its outdoor operations in Europe and Asia.

Prying more ad dollars from other media is one of the big challenges... Despite the out-of-home ad industry's relatively healthy growth rate, billboards and other outdoor ad displays draw a relatively small share of total ad spending—\$4.4 billion last year compared with \$74 billion on TV spots. And shifting significant amounts of TV money to outdoor will be tough, according to one media buyer.

'Everybody wants TV money,' said Andy Donchin, executive vice president and director of media investments at Carat North America. He said it is more likely advertisers will shift TV budgets to online video or cinema ads.

A priority for Mr. Male is expanding the company's presence in digital billboards, which can show multiple ads over the course of a day. CBS has about 400 digitized displays, only 1.5% of its billboards. Mr. Male said increasing that proportion will boost revenue growth, which was 3% in the U.S. last year, according to CBS's corporate filings.

Mr. Male said the company will take a 'measured approach,' adding about 100 digital units a year. He said acquisitions of smaller industry players represent another significant growth opportunity.

Getting out of the outdoor business is part of a broader CBS push to reduce its reliance on advertising, a volatile business that can be affected by global macroeconomic developments. 'We were tired of there being a problem in Greece and it would affect our stock price,' said CBS Chief Executive Leslie Moonves in an interview...

Proceeds from the disposal could go to stock buybacks or, potentially, acquisitions. 'It's good to know that if anything presents itself we have the financial capacity,' Mr. Moonves said.

The separation also makes sense for the outdoor company, Mr. Male said, in part because CBS is a content-focused company with different priorities. 'Within CBS everyone is always fighting for capital, and capital allocation decisions didn't always go exactly the way we wanted,' he said.

One constraint on growth for the company is that state and local regulations in many parts of the U.S. restrict building of new billboards. Three-quarters of CBS Outdoor's billboards are legal but 'nonconforming'—meaning they probably couldn't be built now under existing laws. Mr. Male said the situation creates a scarcity that is good for pricing. 'It means our medium has more limited supply,' he said. 'We believe that's an advantage.'

For investors, much of the appeal of CBS Outdoor is that it intends to be classified as a real-estate-investment trust, or REIT. Such entities don't pay corporate income taxes on taxable income they distribute to shareholders; they must pay out at least 90% of taxable income to qualify. The Internal Revenue Service in recent months stepped up its scrutiny of REITs.

CBS has applied for REIT status for the outdoor business and is awaiting IRS response."

-- Amol Sharma with contribution by Nathalie Tadema, Wall Street Journal

[Read entire Wall Street Journal article here >](#)

Augustine

**May 8-11**

The Players Championship, Ponte Vedra Beach

**May 9-18**

Romanza Festivale Week, St.

Augustine

**May 10**

Windsor Zucchini Festival, Windsor

**May 16-18**

Wild Amelia Nature Festival, Amelia Island

**May 17**

Newberry Watermelon Festival, Newberry

[Read more >](#)



Note from the Editor

Suggestions for improvement are always welcome.

## A Storm of Controversy Generated in Miami's Blogosphere With this Simple Blog Posting:

### "The Miami Performing Arts Center"



Photo: EyeOnMiami.com

### "What is missing? An LED billboard, of course! "



Photo: EyeOnMiami.com

### "Now you're talking! So much better isn't it? The architects would be thankful for this addition to their design. "

"The proliferation of illegal LED billboards is a huge problem. Many cities in the United States have banned illegal LED billboards. Four states ban billboards entirely.

Yet, in Miami-Dade County and the City of Miami, illegal LED billboards are increasing."

-- Genuisofdespair, EyeOnMiami.com

Editor's Note: Although the article above has been commented on and discussed at other online venues, please don't hesitate to put your two cents into the fray via the comments section on the original article.

[Read this and other posts by Genuisofdespair here>](#)