

Scenic Watch



Size Matters - New Miami tower proposal is 60 stories and includes nearly 85,000 SF of LED advertising

One Times Square in NY is only 25 stories!



Photo: George Rex, Wikipedia

Even WITHOUT the proposed LED advertising, this

April
2015

Fun Festivals and Events



Central Florida

April 26-27
Halifax Oyster & Music Festival,
Daytona Beach
May 1
Jazz Friday at Foosaner Museum
of Art, Melbourne
May 1-2
Smokin' Blues, Bikes and BBQ,
St. Cloud
May 1
First Saturday Jam, Barberville
May 2-3
St. Johns River Festival of the
Arts, Sanford
May 2-3
Jazz on the Vineyard Green,
Clermont
May 3
Climb to the Moon, Ponce Inlet
May 5

new project dwarfs the Miami Skyline



Photo: Shop Architects Courtesy via Miami Herald

"For months, Miami Beach developer Michael Simkins has been buying up properties around Overtown, tearing down apartment buildings and — in some cases — sparking resident's fury to the point that his construction equipment was set on fire earlier this year. But Simkins' exact plans for those sites hasn't been clear.

Until now. Turns out Simkins wants to use the land in Miami's historically black neighborhood to build a 633-foot 'media tower' covered with gigantic LED billboards. Neighborhood preservationists and activists are already crying foul over the plans.

'It's one of the worst projects ever proposed in Miami-Dade County,' says Peter Ehrlich, founder of Scenic Miami, a group formed in part to fight gigantic advertising projects. 'This is the worst-case scenario we've ever envisioned since we were founded.'

Simkins proposal calls for nearly 85,000 square feet of LED ads...



Drawing: Proposal from Southeast Overtown/Park West showing placement of the LED Displays Community Redevelopment Agency (via Miami Herald)

Cinco de Mayo Celebration, New Smyrna Beach

May 8

Art and Music in the Park, Casselberry

May 8

Friday Family Fest, Melbourne

May 9-10

Mayfaire-by-the-Lake, Lakeland

May 11

Mother's Day at the Gardens, Lake Wales

May 16

DeSoto County Watermelon Festival, Arcadia

May 16

Cruisin' Downtown DeLand

Classic Car Show, DeLand

May 2

Siesta Key Sand Sculpture Contest, Siesta Key

May 2

5th Annual Food and Wine on Pine, Anna Maria Island

May 8-9

Gator Nationals World Karate Championships, Tampa

May 8-9

Big Guava Music Festival, Tampa

May 8-10

John LeVique Pirate Days, Madeira Beach

May 9

Temple Terrace Craft BrewFest 2015, Temple Terrace

May 9-10

Downtown Sarasota Craft Fair, Sarasota

May 23

Venice Brew Bash IV, Venice

South West

May 3

20th Annual Taste of the Beach, Fort Myers

May 9

Great Dock Canoe Race, Naples

May 21

Downtown Gallery Walk, Punta Gorda

May 25

4th Annual Myakka River Blues Festival, Venice

South East and Keys

April 29-May 3

Sunfest, West Palm Beach

April 30-May 3

Key West Paddleboard Classic, Key West

Through May 3

SunFest, West Palm Beach

May 3

Greynolds Park Annual Love-In, North Miami Beach

May 3

Suntrust Sunday Jazz Brunch, Fort Lauderdale

Ehrlich estimates that the signs would be visible from miles away. More germane to the project, they'll be impossible to ignore for the tens of thousands of commuters every day on both I-95 and 836. 'The proposed LED billboard tower might be visible from 25-30 miles away,' he says. 'If built, this LED billboard tower would be most visually ugly structure in the State of Florida.'

Simkins, who hasn't returned an email from New Times seeking comment on the project, has already run into controversy in Overtown, where his Lion Financial Group has bought at least ten properties. In February, someone set one of his equipment on fire outside an apartment building he'd just demolished. Simkins said the building was dilapidated, but Edduard Prince, a community activist, said residents were fed up with the pending development changing the neighborhood.

'The community is completely frustrated, and the frustration is growing,' Prince told New Times.

Now, Simkins will have another fight on his hands. Ehrlich's group and other activists have long fought attempts to build electronic ads in Miami. The city's code forbids such billboards, but it does have a loophole allowing 'media towers' such as Simkins' proposal; however a similar County code outright forbids all such advertising, including media towers.."

-- Tim Elfrink, Miami New Times

Many different citizen groups in Miami have taken up the fight against this project.

Scenic Miami-Dade's Peter Ehrlich has issued an alert asking for citizens to let elected officials know that this advertising is unacceptable.

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

[Read entire Miami New Times article](#)

Additional News Coverage (partial list)

"Developer plans twisting, 633-foot LED billboard tower in Miami"

[Read Miami Herald article](#)

"When stuck in Miami traffic, developers want you to check out 58-story billboard"

[Read Daily Business review article](#)

"Gird your loins, the giant digital billboard wars are back"

[Read Curbed article](#)



Photo: WVTM13.com

"Homewood digital billboard removed, will be relocated

New Point Digital agreed to move digital

May 6-10
Key West Songwriters' Festival,
Key West
May 14-17
Key Largo Original Music
Festival, Key Largo
May 14-17
Discovery Series, Miami Beach
May 15
Third Thursday Art Walk,
Islamorada
May 15-17
Sunshine State Games Spring
Festival, Broward County
May 15-17
Redland International Orchid
Show, Homestead
May 16
Battle in the Bay Dragon Boat
Festival, Marathon
May 16
Bunfest, Stuart

North

Through May 2
Suwannee River Jam, Live Oak
April 29-May 3
Thunder Beach Motorcycle Rally,
Panama City Beach
April 30-May 3
World of Nations Celebration,
Jacksonville
May 1-2
Spring Tour of Historic Homes,
Apalachicola
May 1-3
31st Annual Pensacola Crawfish
Festival, Pensacola
May 1-3
Isle of Eight Flags Shrimp
Festival, Fernandina Beach
May 1-3
Gamble Rogers Folk Festival, St.
Augustine
May 8-17
Romanza Festivale Week, St.
Augustine
May 9
Windsor Zucchini Festival,
Windsor
May 15-17
Wild Amelia Nature Festival,
Amelia Island
May 16
Newberry Watermelon Festival,
Newberry
May 16
Tupelo Honey Festival,
Wewahitchka
May 21-24
Jacksonville Jazz Festival,
Jacksonville
May 22-25
Blue Crab Festival, Palatka

[Read More](#)

billboard after public outcry"

"A digital billboard which caused major pushback in one Homewood [AL] community is coming down before it even displayed an ad...

The digital billboard went up at the beginning of the month.

After weeks of protests and outcry from families that live nearby, New Point Digital began the process of moving the sign.

The fight at times got ugly, with New Point Digital President David DuBose saying his family was threatened over the sign and local residents calling on New Point clients to boycott the company.

Homewood resident Scott Dean was one of the people leading the charge against the sign. He says they did nothing wrong to get results they wanted.

'I didn't feel like we did anything overboard. If you want a business to do something that they don't want to do, you have to hit them in the wallet. And that was the biggest thing we tried to do with going after some of their advertisers but also use some of our public officials to put pressure on them as well,' Dean said.

This billboard will move to a new location. The company says the new site for the sign has not been finalized so it can't give out any more details on where it will go."

-- WVTM13.com

[Read entire article here](#)

