

# Scenic Watch

Citizens for a Scenic Florida



May 2012



Photo by Scenic Miami-Dade County, Inc.

## Scenic Miami:

### Win Over Tree Wraps Inspires Others

**"Miami Heat remove palm-tree ads as new flap erupts over ad on Marlins stadium"**

"A day after the city of Miami ordered the Miami Heat to remove tire ads that officials say the team illegally wrapped around royal palms at the American Airlines Arena, another flap erupted over advertising at a publicly owned sports facility — this time at the new Marlins stadium.

Powerhouse lobbyist Ron Book, representing the Magic City Casino, complained at a Miami City Commission meeting Thursday that a giant illuminated sign advertising the Miccosukee Indian tribe atop the Little Havana ballpark violates a profit-sharing agreement between the city and the dog-track racino."

-- Andres Viglucci And Kathleen Mcgrory, Miami Herald

[Read entire article here>](#)

June



Fun Festivals and Events

## Scenic Florida Takes Proactive Action to Effect Changes In State's Existing Outdoor Advertising Laws:

### Recommendations to Chapter 479

In a letter dated May 15, Scenic Florida has made recommendations to the FDOT for significant changes to the Chapter 479, which is currently titled "Outdoor Advertising". Our first recommendation is to change the name to "Highway Beautification Act".

## Central Florida

### June 3-24

Sarasota Music Festival, Sarasota

### June 21

Sea Side Fiesta, New Smyrna Beach

### June 22-24

Harvest Festival, Clermont

### June 8-10

Soccer on the Beach Tournament,  
Daytona Beach

### June 23

Art Walk on Flagler Avenue, New  
Smyrna Beach

### June 23-24

Downtown Dunedin Craft Festival,  
Dunedin

[Read More >](#)

## South Florida

### June 2-3

Miami/Bahamas Goombay Festival,  
Coconut Grove

### June 1-3

West Palm Beach Antiques Festival,  
West Palm Beach

### June 5

Founder's Day at Whitehall, Palm  
Beach

### June 4-17

Coral Gables Restaurant Week, Coral  
Gables

### June 16-17

Redland Summer Fruit Festival,  
Homestead

### June 1-4

Royal Poinciana Fiesta, Coconut  
Grove

### June 17

West Palm Beach Carnival, West  
Palm Beach

### June 16-17

Downtown Venice Craft Festival,  
Venice

[Read More >](#)

## North Florida

### June 14-16

Suwannee River Jubilee, Live Oak

After all, the Florida Constitution says it shall be the policy of the state to conserve and protect the state's scenic beauty.

They noted that the tourist states of Hawaii, Alaska, Maine, and Vermont have either removed all billboards in their states or, in the case of Alaska, have taken steps to prohibit billboards from gaining a foothold in the urban and rural landscapes of that vast state through a state-wide voter referendum.

Indeed, these states recognize that beauty is good for business. Anyone that has driven along I-75 on either side of the Florida-Georgia line can immediately see the impact of billboard proliferation to the north of the state line and a respect for the environment and a healthier respect for beauty to the south (our sunshine state).

Please see the article below for the details on the recommended changes along with the reasons why we feel that these are so very important.

-- William C. Jonson, President, Citizens for a Scenic Florida, Inc.

[Read the Citizens for a Scenic Florida recommendations here >](#)

## Miami Update:

### Illuminated Billboards Approved at Gusman, Knight Center, Children's Museum



Photo: www.jlkc.com

### "Illuminated billboards on three city-owned properties could net Miami about \$1 million a year, city officials said"

"The Miami City Commission on Thursday approved an ordinance allowing illuminated signs on three city-owned properties.

The vote was 4-1, with Commissioner Frank Carollo voting against.

Miami stands to generate about \$1 million a year, mostly through permitting fees, for the brightly-lit billboards, Assistant City Manager Alice Bravo said. That figure is nearly double previous estimates...

Last month, Miami-Dade County Attorney Robert Cuevas opined that the illuminated signs in Miami would violate the county's sign ordinance.

Miami City Attorney Julie Bru repeated her stance that she disagrees with the county opinion. She recommended the city and the county reach a consensus.

Either way, Commission Vice Chairman Marc Sarnoff said he isn't concerned about the county enforcing its rules.

'The biggest violator [of the sign ordinance] is the county of Miami-Dade,' he said.

**June 22-23**

Panhandle Watermelon Festival,  
Chipley

**June 23**

Battle of Bloody Mose 271st  
Anniversary Commemoration, Fort  
Mose Historic State Park

[Read More >](#)



Note from the Editor

Suggestions for improvement are  
always welcome.

Sarnoff's reason for supporting the LED billboards on the three properties?

'I want to ensure that these great institutions are viable,' he said. "

-- Kathleen McGrory, Miami Herald

[Read entire Miami Herald article here >](#)



Photo: AP

Preparing for  
World Cup  
and Olympics  
Tourists in Rio

"Stripping  
Away Visual  
Pollution"

**"Mayor Eduardo Paes has ordered the removal of massive billboards, banner advertisements covering buildings and illegal advertising stuck to other spaces"**

"Officials in Rio de Janeiro are trying to make one of the globe's most beautiful cities even more stunning.

Some 50 workers began tearing down billboards in front of iconic Guanabara Bay on Thursday, launching a campaign to remove distractions from the view of the emerald green Atlantic rain forest on the mountainsides and the white-sand beaches where visitors from around the world will be tanning during the 2014 World Cup and 2016 Olympics...

The 'Rio Limpo,' or 'Clean Rio' campaign, focuses first on downtown Rio and the city's wealthy southern zone that includes posh beach neighborhoods such as Copacabana and Ipanema. Eventually it will spread throughout the city of 6 million people.

'It will reduce the visual pollution and environmental degradation in a city renowned for its natural and architectural beauty,' City Hall said in a statement.

The first targets were three billboards for a camera company, a bank and a make of cars perched on top of a 13-floor building in front of Guanabara Bay and near the Santos Dumont airport.

Billboards advertising Nikon cameras and Kia cars were taken down from the building located on Beira Mar Avenue that links downtown Rio to Flamengo Beach. The billboards were among the first thing travelers landing at Rio's Santos Dumont domestic airport saw as they arrived...

Signs with the names of banks, restaurants, shopping malls and stores are allowed, but cannot exceed 107 square feet (10 square meters).

The owners have six months to adapt their signs. If they don't they will be

slapped with a daily fine of 570 reals (\$297).

**In 2007, the city of Sao Paulo also tackled its "visual pollution" with a Clean City Law that banned outdoor advertising altogether.**

**According to Sao Paulo's City Hall, 536,714 unauthorized outdoor advertisements were taken down in 2011 and 72 million reals (\$37.3 million) worth of fines were collected.**

--Flora Charner, Associated Press

[Read entire article here>](#)

## Around the Country



Photo: wallpaperpalace

**Murry, UT:** Billboard company, Reagan Outdoor Advertising, files lawsuit in battle over electronic billboard conversion

[Read article here>](#)

**Missouri:** State goes wrong way on Billboards

[Read article here>](#)

[Visit Scenic Missouri website here>](#)

**San Francisco, CA:** SF Beautiful sues city over billboard deal

San Francisco Beautiful has sued the city, charging that a legal settlement with an outdoor advertising company signed by Mayor Ed Lee in February violates 2002's Proposition G, which banned all new billboards in the city...

[The outdoor advertising company] Metro Fuel's 2007 suit, which argued that Prop. G was an illegal restriction on their business, is one of 13 lawsuits that have been filed against the city's billboard ordinance in the past five years...

The outdoor sign industry 'just files lawsuit after lawsuit,' [Milo]Hanke [Past President of San Francisco Beautiful] said. 'What we see is that the city just gives up fighting ... these guys are rascals, with a 'catch me if you can' ethos.'

The only way to fight them is to take every case to trial, Hanke said, relying on case law from across the country that has allowed cities, counties and states to both regulate and even ban outdoor advertising..."

-- John Wildermuth, SF Chronicle

[Read article here>](#)  
[Read settlement agreement here>](#)  
[Visit San Francisco Beautiful site here>](#)

[Manage Your Subscription](#)