

Scenic Watch

Citizens for a Scenic Florida



June 2012

Your Ad Here:
On A Fire Hydrant
On the Street?



Photo by KFC Corp. in New York Times

"Broke cities sell naming rights"

"Baltimore -- Should this city's red fire trucks be transformed into rolling billboards?"

After Baltimore officials made the wrenching decision to close three fire companies later this summer, the City Council initially sought to avert the cuts with a new money-raising strategy: it passed a resolution this month urging the administration to explore selling ads on the city's fire trucks.

It is far from clear whether corporate logos will be



Photo by Brian Bohannon/KFC Corp. in New York Times

"...KFC became a pioneer in this kind of unconventional ad placement earlier in the downturn, when it temporarily plastered its logo on manhole covers and fire hydrants in several cities in Indiana, Kentucky and Tennessee after paying to fill potholes and replace hydrants.

Pizza chains now advertise on some school buses, as a growing number of states consider allowing school districts to sell ads.

The Baltimore City Council member who wrote the legislation urging the city to sell ads on fire trucks, William Welch, said he was simply trying to find a way to help the city meet its growing needs in a time of dwindling revenues and support...

But some fear that accepting ads could send the wrong message.

When the town of Tyngsborough, Mass., recently considered selling ads to raise money for its fleet of police cars, Chief William F. Mulligan had concerns.

'Because of what we do, we like to be neutral,' he said. 'Say there were two shopping plazas, and one advertised and one didn't. Would that company feel like we weren't treating them fairly?'

painted on Baltimore's fire engines any time soon.

Officials in Mayor Stephanie Rawlings-Blake's administration have expressed doubts about whether the proposal would generate enough money to keep even one fire company open.... "

The proposal was ultimately rejected. "

-- Michael Cooper, New York Times

[Read entire article here>](#)

July



Fun Festivals and Events

Central Florida

July 5

Music on the Beach Concert, Tarpon Springs

July 7

First Saturday Jam and Community Cookout, Barberville

July 7, 14, 21, 28

Summer Music Series, Clermont

July 7

Daytona Coke Zero 400, Daytona Beach

July 19-21

Celebrity Mascot Games, Orlando

July 25

Hyde Park Village Live Music Series, Tampa

July 28

Art Walk on Flagler, New Smyrna Beach

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South Florida

July 4

Charlotte Harbor Freedom Swim, Punta Gorda

July 6

Center for the Arts Campus Open

Clear Channel Comes Back So Soon?

"Battle Brews Over Billboards in St. Petersburg"



CLICK to see video by Josh Green, tbo.com

Clear Channel uses unusual application process to force St. Pete City Council to consider a swap deal that is similar to one voted down last August

"Is it a brilliant way of marketing or just an eyesore?"

...Kai Warren says, 'It's just commercialized litter.'

Clear Channel has wanted to replace old billboards with larger digital ones before. The council heard the proposal last year, in fact...

Opponents fear it could open the door.

'It's a big attractive sale item, we'll get rid of so many and put up just a few digital ones, but there seem to be too many loopholes and too many possibilities of other people coming in to compete with digital billboard signs. We are a beautiful city and should be able to get rid of them period...'

Council member Karl Nurse says this latest proposal leaves him with a dilemma. 'The question is: Is it better to take down more now and trade what candidly I don't want, which are digital billboards. Or is it better to just let the process happen. But, it could take 10-15 years perhaps for the billboards to naturally go away.'

It means that public opinion will weigh heavily on the council's decision and it could shape what St. Petersburg looks like down the road...

July 26, that's the day council members will make their final decision..."

-- Josh Green, Channel 8 News

House, Bonita Springs

July 6, 11, 20, 25

Jupiter Lighthouse Sunset Tour,

Jupiter

July 14

Underwater Music Festival, Big Pine

Key

July 14-15

International Mango Festival, Coral

Gables

July 17-22

Hemingway Days, Key West

July 21-22

MangoMania Tropical Fruit Fair, Pine

Island

July 27-Aug 5

Key Largo Wine and Food Festival,

Key Largo

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North Florida

July 8

Summer Jazz Concert Series,

Jacksonville Beach

July 16-21

Greater Jacksonville Kingfish

Tournament, Jacksonville

July 27-28

Smokin' on the Suwannee BBQ

Festival, Live Oak

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Note from the Editor

Suggestions for improvement are always welcome.

[See entire video here >](#)



Photo: Joe Armao, smh.com.au

Popup Retail Shopping Via Virtual Billboards

"FIRST they [pop-up stores] sprang up in empty stores, providing cash-strapped designers with the chance to break into the retail world.

Then along came the explosion of smartphones and pop-up stores are now turning into pop-up virtual billboards.

The fashion chain Sportsgirl will next week launch an interactive window shop in Paddington [AU], where shoppers can buy products with their smartphones without having to step into one of the stores.

The billboard will feature regularly updated products that shoppers can buy by scanning a barcode with their smartphone which takes them to the Sportsgirl mobile store, where they pay for it and then have it home delivered.

British grocery giant Tesco last year installed a virtual grocery store on the walls of a South Korean train station so commuters could order their groceries using their smartphones on their way home from work.

The strategic brand manager for Sportsgirl, Prue Thomas, said more pop-up billboards would be rolled out across cities on the east coast as well as in regional areas. Each billboard would be in place for about six weeks.

Ms Thomas said the first billboard was launched this week outside a Sportsgirl store in Chapel Street, Melbourne....

Steve Ogden-Barnes, a retail industry fellow at the Deakin graduate school of business, said pop-up shops had been around for almost a decade but pop-up billboards were taking online shopping to a new level.

'An interactive billboard is a very interesting idea because it gets people to engage in the brand even though they are not in the store or at their PC,' Mr Ogden-Barnes said.

'It is probably cheaper to rent a billboard space than it is to rent a store space even for pop-up purposes. "

-- The Sydney Morning Herald

[Read entire article here >](#)



Photo: Joe Pagonakis, newsnet5.com

Cleveland Tree Cut Down to Create Better View of Billboard

Business owners say tree was healthy

"Some Cleveland business owners, and a member of Cleveland City Council, are upset about the sudden removal of a 30-foot Linden tree on W. 25th Street.

Business owners said the tree was perfectly healthy and was only removed to improve the view of a large billboard owned by Clear Channel Outdoor.

'I was shocked when I saw the tree. It was cut down, the head was lopped off, it was so upsetting," said W. 25th Street business owner Maria Keckan. "It was a healthy tree, it could have been trimmed. The company did not call us. The city didn't notify us. It's on our tree lawn.'

Cleveland Councilman Brian Cummins said W. 25th Street in Cleveland is designated as a National Scenic Byway. Cummins is concerned Clear Channel Outdoor did not file all the proper paperwork with the Cleveland Urban Forestry Division.

'In this case, we do have a copy of the issued permit, but do not yet have any other documentation such as the permit application or correspondence,' said Councilman Cummins. 'One of the primary issues we'll be looking into is why the city did not save the tree and approve Clear Channel to simply trim the tree as opposed to removal.'

Councilman Cummins provided NewsChannel5 with pictures that clearly show the tree only partially obscured the view of the billboard.

W. 25th Street business owner Neil McCormick told NewsChannel5 the tree was removed outside of current city ordinance 509.02.

"You can only cut down a tree if the tree is sick, or if somehow it's a hazard or danger," said McCormick. "Here we are tree city, the forest city, and to see a tree get whacked because of business interests? If everybody did that, all the trees down West 25th would get cut down because they're blocking the signs in front of establishments.'

NewsChannel5 contacted Clear Channel Outdoor, and the Cleveland Urban Forestry Division, to get an explanation as to why the tree was cut down, rather than trimmed.

Clear Channel Outdoor responded immediately. Jim Cullinan, V.P. of Communications, issued the following statement.

'As part of regular and necessary maintenance around our properties, Clear Channel Outdoor removed the tree at W. 25th & Franklin after receiving the necessary permit from city of Cleveland's Department of Urban Forestry....'

Still, Councilman Cummins vowed to look further into the incident, and business owners, like Maria Keckan, want more complete answers.

'Laws need to be tightened up in order to preserve our trees, and preserve our views,' said Keckan. 'Big corporations can't be cutting down what took 30 years to create. Just log onto Scenic America to find out what's really going on in this country.'

-- Joe Pagonakis, newsnet5.com

[View entire video here >](#)