

Scenic Watch

Citizens for a Scenic Florida



July 2012

Legal:

Outdoor Advertising's "Comprehensive Revision to Chapter 479, Florida Statutes"

Hearing Scheduled

August 9

"Meeting Notice"

The Florida Department of Transportation Office of Right of Way announces a public meeting to which all persons are invited.

DATE AND TIME:

Thursday, August 9, 2012, 10:00 a.m. - 3:00 p.m.
EDT

PLACE:

Department of Transportation-District 7 Auditorium
11201 North Malcolm McKinley Drive
Tampa, FL 33612-6403"



Photo: Wikipedia

In the past, legislative suggestions from the outdoor industry usually resulted in erosion of local control and/or the degradation of scenic beauty and community character.

Now their suggestions address fundamental aspects of the existing law, but do not include specific legislative language.

For example they state: "...The project should attempt to resolve the duplicate regulation among DOT districts and DEO. In specific areas, this would include the criteria relating to land use, vegetation management, modification of structures, as well as a general simplification of the relationship between the regulators and the industry...".

Florida citizens and especially local regulators, such as city and county governments, should be alerted to this effort and be involved in this process.

-- Scenic Florida

July - August



Fun Festivals and Events

Central Florida

July 26-29

Summer Sidewalk Sale and
"Survivor" Reunion, Celebration

July 28

Art Walk on Flagler, New Smyrna
Beach

Aug 3, 4

ArtWalk, Bradenton

Aug 4

WaZoo, Tampa

Aug 4

First Saturday Jam, Barberville

Aug 7

National Lighthouse Day, Ponce
Inlet

Aug 14

Caribbean Night and Island Market,
Ormond Beach

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South Florida

July 27-Aug 5

Key Largo Wine and Food Festival,
Key Largo

Aug 1-5

Miami Salsa Congress, Miami Beach

Aug 6, 13, 20, 27

Broadwalk Friday Fest, Hollywood
Beach

Aug 10-12

Key West Lobsterfest, Key West

Aug 16

Downtown Gallery Walk, Punta
Gorda

Jacksonville:

Visual Pollution Neighborhood Inventory in Historic District



On Saturday, July 21st, nearly 80 volunteers from City Beautiful Coalition and Riverside Avondale Preservation teamed up to support neighborhood beautification in historic district of Jacksonville.

Volunteers inspected 51 zones and 5 parks while conducting the survey of public or utility property or right-of-ways looking for visual blight including graffiti, broken sidewalks, dead trees, faded street signs, etc.

Visual blight may be the responsibility of a federal agency like the U.S. Postal Service (in the case of graffiti on U.S. Postal Boxes), or a state agency like the Florida Department of Transportation (in the case of graffiti and snipe signs defacing a traffic signal box along a state road), or a local municipal government or government agency (in the case of a damaged street sign or graffiti on a public park sign). This means that once a visual blight situation is detected and documented, it can be passed to the responsible party to be corrected.

The data gathered by the volunteers at the event includes inventory sheets and documentation photos that will be resorted and combined into packages that will be sent to the parties that are responsible for maintenance. This is expected to include Comcast, FDOT, AT&T, BellSouth, City of Jacksonville and other organizations.

The volunteers were very encouraged by the success of the previous NIVP event, which dramatically improved the appearance of the historic Springfield district. They are looking forward to having the lovely and historic Riverside Avondale area "looking it's best".

-- City Beautiful Coalition

[Visit City Beautiful Coalition website here>](#)

"Digital Billboards Could Spread to South Florida Water Management District Land"

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North Florida

July 27-28

Smokin' on the Suwannee BBQ
Festival, Live Oak

Aug 3

First Friday Art Walk, St. Augustine

Aug 3-4

St. Joseph Bay Scallop Festival, Port
St. Joe

Aug 4

FunDay and Possum Festival,
Wausau

Aug 4, 5

First Weekend Union Garrison,
Fernandina Beach

Aug 11

Artrageous Artwalk, Amelia Island

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Note from the Editor

Suggestions for improvement are
always welcome.



Photo: National Park Service

"New billboards could spread to public land in a money-making move by South Florida water managers.

Digital billboards, rotating commercial advertising with public service announcements, would start showing up alongside busy roads and canals, according to a proposal from the South Florida Water Management District...

Getting into the billboard business is a far cry from the district's usual duties of guarding against flooding, leading Everglades restoration and protecting drinking water supplies from Orlando to the Keys.

But a change in state law this year opened the door to the state's five water management districts wading into billboard advertising as a way to boost revenues. South Florida district officials estimate they could make about \$5 million a year from billboards.

Questions remain about whether to proceed.

'I'm struggling with this fitting into our core mission,' district board Chairman Joe Collins said...

'It's a bad idea,' said William Pollak, who heads Scenic Miami. 'Digital billboards are visual pollution ... It's not worth the trade-off.'

After slashing water district budgets last year, the Florida Legislature this year authorized the agencies to start installing signs to make 'public service announcements' — along with some advertising money on the side.

Legislators also agreed to allow similar advertising deals on signs along state nature trails and other 'greenways.'

The signs on water district lands are supposed to be paid for entirely with revenues from sponsor advertising. In addition to advertising, they would also display weather threat updates, Amber alerts and conservation messages... "

-- Andy Reid, Sun Sentinel

[Read entire article here >](#)



Photo: Winnipegsun.com

"Electronic Billboards to Be Unplugged"

Winnipeg - City to revise rules on neighborhood use

"WINNIPEG officials want to pull the plug on flashy electronic signs that could distract drivers.

On Thursday, the city released a long-awaited report with rules that govern where electronic signs can be placed outside of the downtown, limiting their size, height and brightness.

City officials recommend Winnipeg not allow digital billboards that use electronic screens, televisions, or other technology that displays moving images. Other digital reader boards that display images for a fixed period of time must wait 60 seconds before changing messages when located in certain neighbourhoods.

City council's property chairman Coun. Jeff Browaty (North Kildonan) said electronic signs are a great way to promote businesses, but the city also needs to consider neighbourhood esthetics and driver safety. He said bigger signs attract more attention and restricting the size of electronic billboards will level the playing field for all companies.

'Too much flashing, too much motion and animation does draw attention away from the road and it's dangerous,' Browaty said..."

-- Jen Skerritt, Winnipeg Free Press

[Read entire article here >](#)

This message was sent to steve.carey@oceanwebjax.com from:

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