

Scenic Watch

Citizens for a Scenic Florida



July 2013

Alert!

Miami Council Agenda Item May Set Nation Wide Precedent to Allow Giant Advertising Wall Murals

FHWA, FDOT and City of Miami

July-August



Fun Festivals and Events

Central Florida

July 25

Hyde Park Village Live Music Series,
Tampa

July 26-29

Summer Sidewalk Sale and Survivor
Reunion, Celebration

July 28

Art Walk on Flagler, New Smyrna
Beach

Aug 3

First Saturday Jam, Barberville

Aug 3-4

Great Train Expo

Aug 7

National Lighthouse Day, Ponce

"False Representations of Customary Size of Outdoor Advertising Signs in Miami, FL"

-- Bill Brinton Letter to FDOT

50% Of Giant Building Wrap Advertisement Revenue To Be "Shared" With FDOT

What is This Issue About?

Bill Brinton, nationally renowned sign attorney, provided analysis of the situation for us back in July based on the July 11 resolutions (that have been rescheduled to July 25) and educated all of us on this extremely important matter.

The City, and not FDOT, will become responsible for effective control of billboards on building walls (known as mural billboards), based upon customary size, spacing and lighting as of January 27, 1972. The City maintains that billboards were customary along the expressways (not true) for sizes up to 10,000 square feet (not true).

It turns out that as of January 27, 1972, billboards facing the expressways had already been banned for more than eight years. It also turns out that there was a strict size limitation for non-expressway billboards that limited their size to three and one-half (3 1/2) square feet for each linear foot of wall fronting a street.

FDOT and FHWA have been asked to take another look at the representations made by the City to government officials.

In an effort to gain the state's approval, the City has offered to share one-half of the gross revenue from the giant billboards with the FDOT for road projects. The terms of this arrangement came before the City for the first time

Inlet

Aug 9

Friday Fest, Melbourne

Aug 17

Cruisin' Downtown DeLand Classic
Car Show, DeLand

Aug 20

Climb to the Moon, Ponce Inlet

Aug 2, 3

Sizzling Summer Artwalk, Bradenton

Aug 3

WaZoo, Tampa

Aug 31-Sept 2

Former Mermaids Perform, Spring
Hill

[Read More >](#)

South Florida

July 27-Aug 5

Key Largo Wine and Food Festival,
Key Largo

Aug 9-11

Florida's Creative Coast Weekend,
Pine Island

Aug 15

Downtown Gallery Walk, Punta
Gorda

Aug 2, 9, 16, 23, 30

Broadwalk Friday Fest, Hollywood
Beach

Aug 8-11

Key West Lobsterfest, Key West

Aug 11

Folk and Bluegrass Concert, North
Palm Beach

Aug 18

Bluegrass Music
The Untold Riches, North Palm
Beach

Aug 31

B.E. Easy Music and Arts Festival,
Fort Lauderdale

[Read More >](#)

North Florida

July 27-28

Smokin' on the Suwannee BBQ
Festival, Live Oak

on July 11 when it was deferred until July 25.

Deferring RE 7 and RE 8, legislation that is drafted to evade the requirements of the federal Highway Beautification Act, was the right thing to do and we thank Miami officials for doing so the first time."

A new vote on the resolutions is currently scheduled to take place on July 25. These are resolutions so do not follow the rules about "first hearing" and "second hearing" that are needed for some other types of legislation.

-- Scenic Miami-Dade, Inc. and Citizens for a Scenic Florida, Inc.

Documents Related to This Issue

[Read Bill Brinton's Letter to FDOT Here \(.pdf\)](#)

[Read Various Letters of Agreement Between FHWA, FDOT, and City of Miami \(.pdf\)](#) (Note that this is Exhibit 1 RE.12 below)

City of Miami Documents on their site for the July 25 vote are below (Any feedback on performance or ease of use should be directed to Miami):

[Click here to read](#) Summary Form RE.11

[Click here to read](#) Legislation RE.11

[Click here to read](#) Exhibit 1 RE.11

[Click here to read](#) Summary Form RE.12

[Click here to read](#) Legislation RE.12

[Click here to read](#) Exhibit 1 RE.12

[Visit Scenic Miami-Dade Website Here>](#)
[Visit Citizens for a Scenic Florida Website Here>](#)
[Visit City of Miami Website](#)

Jacksonville:

"Battle Brewing Over Billboards"



"They are trying to undo the charter amendment, period."

-- Bill Brinton, Attorney for Scenic Jacksonville, Inc.

"...Right now the city has less than a thousand strewn all over town. That's a huge decrease from what there used to be following controversial legislation

Aug 3

Jazoo's Birthday-Back to School Summer Bash, Jacksonville

Aug 10

Artrageous Artwalk, Fernandina Beach

July 27-Aug 3

St. Joseph Bay Scallop Festival, Port St. Joe

July 27, Aug 2-3

Funday and Possum Festival, Wausau

Aug 1, 8, 15, 22, 29

Americana Under the Stars, Santa Rosa Beach

Aug 3

Colonial Crafts, Tallahassee

Aug 3

Camp Helen History Tour, Panama City Beach

Aug 3

A Summer Arts Festival, Tallahassee

Aug 9

Stargazing by the Shore, Destin

Aug 15

Emerald Coast Wildlife Refuge, Destin

Aug 24

Early Boat Tour, Wakulla Springs

[Read More >](#)



Note from the Editor

Suggestions for improvement are always welcome.

that was passed decades ago. But Action News has learned that debate is back on the table...

It's something you probably don't notice until it's pointed out. The drive down JTB is picturesque. There isn't a single billboard there. But that could be changing.

'We're opening up a huge can of worms with this thing,' said City Councilman Bill Bishop.

City council passed legislation back in 1987 putting a cap on the number of billboards allowed in city limits.

'We've removed something like well over a 1,000 billboards in the city since that time,' he said.



But new legislation just introduced to City Council would change all that.

Bishop told Action News it would allow one new billboard to go up, if the advertising company takes two existing billboards down. He said while that would ultimately knock down the number of overall billboards, the concern is it would allow companies to put billboards on new land, like along JTB.

'We're giving away something for nothing is what I'm seeing,' Bishop said...

Bishop said along with cluttering the city, he thinks these billboards are a safety risk. He said more electronic billboards means more eyes off the road.

The billboard battle still has a long way to go. He expects this to be a controversial issue with lots of discussion."

-- Kristen Sell, ActionNewsJax.com

[Read article and View Video Here>](#)