

Scenic Watch

Citizens for a Scenic Florida



September 2012

Scenic Jacksonville: Co-Sponsoring Film Festival Screening



CLICK ABOVE TO SEE TRAILER: Emotional Branding, LLC

This Space Available

The Grass Roots Movement Against Visual Pollution

"Billboards and commercial messages dominate the public space like never before. Can we reverse this visual pollution?"

This Space Available looks at diverse activists from the worlds of advertising, street art, and politics.

Influenced by the writing of Marc Gobé (Emotional Branding), his daughter Gwenaëlle directs with tremendous verve in her depiction of New Yorkers and others around the world who want to reclaim the integrity of their cities against an onslaught of visual pollution. "

The film premiered to packed houses and press acclaim at the prestigious NYC DOC Film Festival.

--ThisSpaceAvailableFilm.com

Florida Showing

Brian Lehrer Interview with Documentary's Director Gwenaëlle Gobe



CLICK ABOVE TO SEE INTERVIEW: Brian Lehrer TV

"I feel strongly that it's inappropriate to be treated as a consumer in every space that you go; especially public space. There should be space for you to read a book, or enjoy a tree or greenery."

--Gwenaëlle Gobe

"As New Yorkers we have to live with air pollution, noise pollution, but there's a third kind of pollution that plagues our town: visual pollution."

--Brian Lehrer

Documentary's Executive Producer Marc Gobé - Emotional Branding Intro



CLICK ABOVE TO SEE VIDEO: Emotional Branding, LLC

"It is people who own the brands!"

"A brand's arrogance and its need to dominate people and their environments is the oppressive

November 1

Get Your

Reserved Seating Tickets

Receptions With Director and Executive Producer

[Please Click Here For Details and Ordering](#)

form of marketing that is not only out-dated, but repelling people worldwide.

The brands that get "it" will live – and the deniers will certainly face public reaction and outcry in the form of movements, weakened brands and performance.

Social Media enables a few voices to be amplified in a way that it can capture and moves the hearts of many."

-- EmotionalBranding.com

[Visit Scenic Jacksonville here>](#)
[Visit This Space Available Website Here>](#)
[Visit Emotional Branding Website Here>](#)

September - October



Fun Festivals and Events

Central Florida

Sept 23-25

New Smyrna Beach Jazz Festival,
New Smyrna Beach

Sept 24

Fiesta del Coqui, Orlando

Sept 30-Oct 1

Ranch Rodeo Finals and Cowboy
Heritage Festival, Kissimmee

Sept 30-Oct 2

Super Boat National Championship,
Clearwater Beach

Oct 1

First Saturday Jam, Barberville

Oct 7-9

Music Fest, Winter Garden

Oct 8-9

38th Annual Winter Park Autumn
Art Festival, Winter Park

Oct 14-16

"Bright Lights, Big City:

Who Benefits From Billboard Deals?"



Photo: South Florida Water Management District

Some of the latest information and arguments in the case against digital Billboards is embedded in this radio program. Although the discussion is ostensibly about the Oakland CA move toward more digital billboards, the conversation becomes much more all encompassing and thoughtful with guests that have national stature and some new thoughts on this subject.

"City Visions talks about just who stands to gain from the sale and commercialization of this public airspace..."

"Listen to Joseph Pace and guests:

- Jerry Wachtel, researcher on digital billboards and a consultant both to the billboard industry and to government agencies wrestling with billboard issues.
- Karen Hester, community activist and co-founder of Make Oakland Beautiful.
- Milo Hanke, past president of San Francisco Beautiful who has fought billboard proliferation in his city for the past decade.

37th Annual Bicycle Festival, Mount Dora

Oct 8-9

Vintage Venture at Lakeridge Winery, Clermont

Oct 11-16

Ringling International Arts Festival, Sarasota

Oct 13-16

Clearwater Jazz Holiday, Clearwater

Oct 14-17

Biketoberfest, Daytona Beach

Oct 15-16, 22-23, 29-30

Pumpkin Festival, Bradenton

Oct 15-16

Art in the Park Festival, Lady Lake

[Read More >](#)

South Florida

Sept 21-25: Florida Keys Birding and Wildlife Festival, Marathon and Lower Keys

Sept 30 - Oct 9

17th Annual Oktoberfest, Coral Gables

Oct 1-2

Downtown Delray Beach Craft Festival, Delray Beach

Oct 1-Nov 4

Festival Miami 2011, Miami

Oct 2

New World Symphony Concerts for Kids, Miami Beach

Oct 2

Suntrust Sunday Jazz Brunch, Fort Lauderdale

Oct 4-25

South Florida Theatre Festival, Miami

Oct 7-9

Summerset Regatta, Fort Myers Beach

Oct 9

Miami Carnival Parade and Festival, Miami

[Read More >](#)

North Florida

Oct 1

- Randy Morrison, San Diego-based attorney who specializes in land uses that invoke first amendment and free speech concerns, especially regarding signs and billboards."



Listen

53:59

-- KALW

[Listen to entire article here>](#)

Editorial:

"Florida's Water Management Districts Should Practice Moderation With Digital Billboards"



Photo: South Florida Water Management District

"Keep strict controls when erecting digital billboards on public land"

"Florida's five water management districts may soon be in the digital billboard business..."

State legislators authorized the digital billboard program this year as a source of revenue for the water management districts. Call it a token gesture — not sought by water management officials — after lawmakers and Gov. Rick Scott stripped about 30 percent in funding from each of the district's operating budgets in 2011.

The enabling legislation — Senate Bill 1986 — allows the districts to 'build and maintain outdoor public information systems on their property.' District funds may not be used for the program. Instead, the billboards must be funded by revenues from advertisers and must display weather threats, Amber Alerts and conservation messages, in addition to commercial advertising. The billboards also must comply with the federal Highway Beautification Act of 1965 and state regulations governing outdoor advertising.

The South Florida Water Management District is the first of the five districts to begin drafting a proposal for the program.

'The other districts are watching us,' said Melissa Meeker, the agency's executive director...

Meeker said the district plans to identify 10 potential sites the first year and may begin issuing requests for proposals next month. And she underscores the point that each proposed site will come before the district's governing board and, as such, will be subject to public input...

Central Florida Harvest and Peanut Festival, Williston

Oct 2-9

Amelia Island Jazz Festival, Fernandina Beach

Oct 6-8

Fourth Annual Fall Palatka Bluegrass Festival, Palatka

Oct 7

First Friday Art Walk, St. Augustine

Oct 7-9

Annual Greek Festival, St. Augustine

Oct 8

Artrageous Artwalk, Amelia Island

Oct 14-16

Blast on the Bay Songwriter Festival, Port St. Joe

[Read More >](#)



Note from the Editor

Suggestions for improvement are always welcome.

The digital billboard program bears watching...

The key is moderation."

-- TCPalm



Photo: Beth Ballor, Bay City Times

[Read entire editorial here>](#)

Legal News:

Digital Billboard Rules Upheld By Federal Judge In Grand Rapids

"A federal judge sided with Gaines Township in its dispute with Hucul Advertising over plans to install a digital billboard at 4500 60th St. SE, west of Patterson Avenue.

The township's zoning ordinance allowed billboards on parcels adjacent to M-6, as long as they were not within 4,000 feet of another digital billboard.

But the township planning director determined that the proposed billboard would be within 4,000 feet of another, and it was not adjacent to the M-6 right of way.

'There is no dispute that billboards involve speech that is protected by the First Amendment,' U.S. District Judge Robert Holmes Bell wrote in his opinion.

'However, billboards 'pose distinctive problems' that are subject to a municipality's 'police powers' because billboards 'take up space and may obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation,' Bell wrote, quoting previous court rulings.

'The regulations are justified on the basis of traffic safety and aesthetics, without reference to the content of the regulated speech,' Bell wrote.

Attorneys for Hucul argued that township regulations did not directly advance an intended governmental interest, and noted there are three billboards on property not abutting M-6, and are farther away from the M-6 right of way than the proposed billboard would be.

But those billboards abut Michigan Department of Transportation property, and the township has historically treated that particular M-DOT property as part of the M-6 right of way to be used for future expansion.

Hucul contended that the 4,000-foot regulation wrongly singled out digital billboards for 'extra regulation.'

But, the judge said, "It is not unreasonable for municipalities to draw distinctions between digital and static billboards because their increased visibility and changing display have a greater effect on safety and aesthetics."

Hucul experts acknowledged that digital billboards are visible from a greater distance, and 'more effective at drawing the viewers' attention,' the judge said..."

-- Mlive.com

[Read entire article here >](#)