

Scenic Watch

Citizens for a Scenic Florida



September 2013

Advertising On Our Trails



Photo: Florida National Scenic Trail Brochure

"State trails from one end of Florida to the other are about to sport corporate advertising.

During the great recession, state trail enthusiasts saw double digit cuts year after year. Faced with the potential closing of some trails, environmentalists agreed to a plan to allow limited advertising to raise cash. The state office of Greenways and Trails is now negotiating with potential advertisers. (See Scenic Florida letter below for details on just how much advertisers have been offering).

...Corporate advertising will soon be seen on seven of the ten trails in the state:

*The Seven Trails

*Florida Keys Overseas Heritage Trail

*Blackwater Heritage Trail,

*St. Marks Historic Railroad State Trail

*Nature Coast State Trail

*Withlacoochee State Trail

*General James A. Van Fleet State Trail

*Palatka-Lake Butler State Trail

...James Beerens, a runner, had this to say: "I run on this trail so that I don't have to be on the road and see big billboards, it kind of gets me on the path, connected with nature."

-- WFLA.com and Mike Vasilinda with Capitol News Service

Letter from Scenic Florida

Citizens for a Scenic Florida has written a letter to FDEP about this matter.

[Click here to read our letter \(.pdf\)](#)

--Bill Jonson, President of Citizens for a Scenic Florida, Inc.

[Read Entire WFLA.com Article Here>](#)

[Visit Citizens For A Scenic Florida Website Here>](#)

[Visit Florida Trails Association Website Here">](#)

October Events



Fun Festivals and Events

Central Florida

Oct 5-6

Fall For The Arts, Melbourne

Oct 11-13

Daytona Blues Festival, Daytona Beach

Oct 5-6

Melbourne Main Street Fall Festival, Melbourne

Oct4-6

MusicFest, Winter Garden

Oct 5

First Saturday Jam, Barberville

Oct 5

Children's Cane Pole Fishing Tournament, DeLeon Springs

Oct 5-6

Vintage Venture at Lakeridge Winery, Clermont

Oct 9-12

Ringling International Arts Festival, Sarasota

Oct 18-19

Anna Maria Island Chamber Bayfest, Anna Maria

FDOT Enforcement: St. Petersburg

"Rays May Lose Advertising on Interstate Sign"



Photo: Google

"The State Says The Tampa Bay Rays Can Advertise Its Games And Events At Tropicana Field, But Its Sign Near Interstate 275 Has Ads For Other Businesses"

"...The Florida Department of Transportation has cried foul over advertisements for other businesses the ball club places on its electronic billboard overlooking Interstate 275.

Under state law, signs that overlook a highway can advertise only stores and businesses at that location, unless specially permitted.

So the Rays, which has never had a permit for the sign, can use the 114-foot high

Oct 11-13

39th Annual Bicycle Festival, Mount Dora

Oct 31

Old Town Halloween, Kissimmee

Oct 12

Great Bowls of Fire Chili Cookoff, DeLand

Oct 19

Friends of Lake Louisa State Park Obstacle Trail Challenge

Oct 4-6

Music Fest, Winter Garden

Oct 12-13

40th Annual Winter Park Autumn Art Festival, Winter Park

Oct 5-6

Melbourne Main Street Fall Festival, Melbourne

Oct 5-6

Vintage Venture at Lakeridge Winery, Clermont

Oct 17-20

Clearwater Jazz Holiday, Clearwater

Oct 17-21

Orlando Film Festival, Orlando

Oct 26-27

Mount Dora Craft Fair, Mount Dora

Oct 26-27

Hyde Park Village Art Fair, Tampa

Oct 27

Festival Calle Orange, Orlando

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South Florida

Oct 1-Nov 1

Festival Miami 2013, Miami

Oct 11-13

Pirate Festival, Fort Myers Beach

Oct 11-13

Summerset Regatta, Fort Myers Beach

Oct 18-Nov 11

Fort Lauderdale International Film Festival, Fort Lauderdale

Oct 19-20

Las Olas Art Fair with Oktoberfest Beer Garden, Fort Lauderdale

Oct 3-13

19th Annual Oktoberfest, Coral Gables

billboard to advertise its ball games, events and concerts at the Trop. It can even advertise Chick-fil-A and other businesses with outlets at the stadium.

Advertisements such as one state transportation officials spotted for a local car dealership are off limits without a special permit, though, state officials say.

In June, FDOT officials sent the Rays a violation notice, saying the sign needed to be removed within 30 days.

Officials from the team and the city have postponed any action by working together to file a permit application.

But state officials warn that is likely to be turned down because the Rays' sign is closer than 1,500 feet to another permitted billboard, the minimum distance state regulations allow between signs.

'There would be a spacing conflict with another permitted sign,' said Rob Jessee, FDOT manager of outdoor advertising control. 'It predates their sign and would cause a spacing conflict along the interstate...'

-- Christopher O'Donnell, The Tampa Tribune

[Read Entire Article Here>](#)

Technology:

Personalized Digital Billboards - Yet Another Interactive Billboard Campaign By MINI Cooper



Photo: MarketingWeek.com

"...Most billboard messages are designed for the masses. Not these. Over the summer, Mini bought some electronic billboards in London that projected specialized messages to its drivers.

The ads, activated by human spotters with iPads, offered compliments to drivers ("You da man!") and took photos of them in their cars, which were displayed on billboards further down the road.

Some messages even directed drivers to pull over nearby for treats, car washes and flowers to bring home to their significant others (or, in one case, to a guy's mum.)

Mini's driving idea was to make its customers feel like part of an exclusive "not normal" clique, which the brand underscored with a #mininotnormal hashtag.

Oct 2

First Saturday Art Walk, Miami Beach

Oct 4-6

West Palm Beach Antiques Festival, West Palm Beach

Oct 5-6

Downtown Delray Beach Craft Festival, Delray Beach

Oct 13

Miami Carnival Parade and Festival, Miami

Oct 19-20

48th Annual Cedar Key Seafood Festival, Cedar Key

Oct 19

Wine on Harvest Moon, Miami

Oct 17

Downtown Gallery Walk, Punta Gorda

Oct 26-27

Edible Garden Festival, Coral Gables

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North Florida

Oct 6-13

Amelia Island Jazz Festival, Fernandina Beach

Oct 12

Artrageous Artwalk, Amelia Island

Oct 10-12

Sixth Annual Fall Palatka Bluegrass Festival, Palatka

Oct 11-13

Annual Greek Festival, St. Augustine

Oct 17-20

Blast on the Bay Songwriter Festival, Port St. Joe

Oct 17-27

Pensacola Interstate Fair, Pensacola

Oct 25-27

Great American Cooter Festival, Inverness

Oct 26

Fall Festival, High Springs

Oct 18-19

Suwannee River Quilt Show and Sale, White Springs

Oct 18-20

Boggy Bayou Mullet Festival, Niceville

The BMW-owned auto brand has tried similar tactics before. In 2007, it used RFID chip technology to let drivers identify themselves to be called out in billboards in New York, Miami, Chicago and San Francisco. For instance, a lawyer named Mary would pass a sign that read, "Mary, moving at the speed of justice..."

-- Todd Wasserman, Mashable

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Photo: The Florida Times-Union

Jacksonville: Replacement/Upgrade Billboard Not Allowed

"Downtown Board Rejects Request for Digital Billboard in Southbank"

"The clash over Jacksonville billboards intensified Thursday when the Downtown Development Review Board rejected an application to build a new digital billboard along Interstate 95 in the Southbank area.

CBS Outdoors sought the board's approval because the company wants to replace a billboard torn down by the state Department of Transportation, which is widening the elevated stretch of I-95 heading into downtown.

The review board, which oversees zoning in the core, discussed the possibility of imposing restrictions on the appearance of the proposed billboard. But board member Chris Flagg said the billboard would be an ugly addition no matter what color its pole is painted.

'In this particular case, once it's removed, it shouldn't be replaced,' Flagg said.

The board voted 4-2 against the application even though city lawyer Jason Teal said the board cannot prevent billboards from being built.

The city's building inspection division issues billboard permits. Teal said those permits are dictated by the terms of settlement agreements reached between the city and billboard companies in the 1990s.

'Your role is not to say whether the billboard is allowed to go there,' Teal told the downtown review board. 'It is to say what the billboard must look like if the developer does go forward.'

'Incredibly frustrating' Board Chairman Timothy Miller said that approach hamstrings the board's mission of improving downtown's overall appearance.

'It doesn't give us any leeway,' he said. 'Our hands are tied in reviewing this. It's incredibly frustrating.'

He voted with the majority that rejected the application...

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Note from the Editor

Suggestions for improvement are always welcome.

Jim Rinaman said he couldn't see the old billboard from his Kings Avenue law office, but the proposed digital billboard would be a blight on what people see while walking through downtown or standing on high-rise balconies.

Leslie Goller said the billboard would block visitors from seeing the full sweep of downtown as they drive up I-95.

'We want the beauty of our city to be seen, not an advertisement,' she said..."

-- David Bauerlein - The Florida Times-Union

[Read Entire Article Here>](#)

Miami Update:

Repeatedly
Deferred Wall Mural
Issue Expected to
Be Voted on in
October



Photo: Crespogram.com

Al Crespo Weighs In

Al Crespo always calls it like he sees it on Miami politics. This coverage includes his opinion on the sorry state of affairs with Miami's continuing attempts to increase the number of building billboards.

"The Most Flagrant Violation of All Time - The Fabric Billboard On City of Miami's MRC Building"

-- The Crespogramreport

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