

# Scenic Watch



## Jacksonville: "Jax Digs Trees"



Photo: Previous event, Jacksonville.com

"On Wednesday, November 4, Scenic Jacksonville and Greenscape of Jacksonville will cohost an event at The Cummer Museum of Art & Gardens to commemorate the 15th Anniversary of the Tree Charter Amendment.

Fifteen years ago, Scenic Jacksonville (then known as Citizens for Tree Preservation) led a successful citizens' initiative to conserve and protect Jacksonville's tree canopy. The measure amended the City Charter to establish minimum standards for tree mitigation during development, and passed in all 268 precincts with a landslide 76% voter approval on November 7, 2000.

During the celebratory event on November 4, the two organizations will also announce a new tree challenge campaign, JAX DIGS TREES. The year-long tree campaign will encourage citizens, schools, neighborhood organizations, businesses and civic groups to plant, protect and promote trees.



JAX DIGS TREES is a citywide initiative to increase scenic beauty, create a healthier community by increasing Jacksonville's tree canopy and ensure the continuation of a vibrant, urban tree cover. The new trees will add oxygen, clean the air, decrease the urban heat island effect, slow rain water runoff, provide wildlife habitats, and add aesthetic benefits to improve quality of life and increase property values.

Scenic Jacksonville Board President, Susan Caven, said, "We are thrilled to join Greenscape and be a part of this exciting tree campaign. We look forward to working with individuals and organizations all across Jacksonville to enhance the natural landscape and streetscapes of our beautiful city for the enjoyment and benefit of our citizens, visitors and future generations."

Oct/Nov  
2015



## Fun Festivals and Events

### Central and West

Nov 6-8  
Melbourne Main Street Fall Festival, Melbourne  
Nov 6-8, 14-15  
Lady of the Lakes Renaissance Faire, Tavares  
Nov 7  
Stone Crab Jam, Crystal River  
Nov 7  
Blues 'n Bar-B-Que, Homosassa  
Nov 7-8  
Ruskin Seafood Festival, Ruskin  
Nov 7-8  
The Venice Main Street Art Fest, Venice  
Nov 7-8, 14-15, 21-22  
Medieval Fair, Sarasota

Anna Dooley, Greenscape Executive Director said, "This is a wonderful opportunity to work together as a city and promote tree planting in every corner of Jacksonville with interested neighborhood and community groups..."

[Visit Scenic Jacksonville website](#)  
[Visit Greenscape website](#)

## Advertising is out of control, literally:

### "Runaway Jack O' Lantern terrorizes Arizona streets"

When allowing larger scale advertising such as this 3D temporary blow up structure in AZ or Miami's massive building wraps, there is a potential for them to break loose during storms and roam around a community. This story had a reasonably happy ending, but during Florida's extreme weather conditions the combined weight and scale of some of our state's very large outdoor displays could be problematic.



Video: wcmhnb4

[Watch Video here](#)

## Aesthetics - Signature bridge in Miami:

### "\$600 million I-395 bridge to go to bidding"



Artist Drawing: Miami Today

"...A state project designed to bring major improvements to I-395, including a new 'signature' bridge, will be advertised for bids yet this year..."

The \$600 million project will rebuild 1.4 miles of I-395 from the I-95/Midtown interchange to

Nov 7-8  
The Fall Fiesta in the Park, Orlando  
Nov 7-8  
Festival of the Arts, Inverness  
Nov 7-8  
Halifax Art Festival, Daytona Beach  
Nov 7-8  
Autumn in the Park, Vero Beach  
Nov 8  
Orlando Japan Festival, Orlando  
Nov 6-8  
Sebastian Clambake Lagoon Festival, Sebastian  
Nov 14  
Highlands Hammock Civilian Conservation Corps Festival, Sebring  
Nov 13-14  
Horse Creek Festival, Davenport  
Nov 13-15  
Maitland Rotary Art Festival, Maitland  
Nov 13-15  
Winter Park Concours d'Elegance, Winter Park  
Nov 13-15  
RibFest, St Petersburg  
Nov 13-17  
Siesta Key Crystal Classic Masters' Sandsculpting Competition, Siesta Key Beach  
Nov 14-15  
Lake Mary-Heathrow Festival of the Arts, Heathrow  
Nov 14-15  
St Armands Art Festival, Sarasota  
Nov 14-15  
Homosassa Arts, Crafts and Seafood Festival, Old Homosassa  
Nov 14-22  
Festival of Trees at Orlando Museum of Art, Orlando  
Nov 20-21  
The Plant City Pig Jam, Plant City  
Nov 20-22  
Hudson Seafest Celebration, Port Richey  
Nov 21  
Celtic Music and Craft Beer Festival, Dunedin

## South

Nov 2-7  
Miami Short Film Festival, Miami  
Nov 5-9  
Fort Lauderdale International Boat Show, Fort Lauderdale  
Nov 5-8  
FGCU-Sanibel Island Writers Conference, Sanibel Island  
Nov 6-7  
American Indian Arts Celebration, Big Cypress Seminole Indian Reservation  
Nov 6-8  
Feast of Little Italy, Jupiter  
Nov 6-15  
South Florida Auto Show, Miami

the west channel bridge of the MacArthur Causeway in Miami.

In preparation for rebuilding the roadway, the state recently agreed to a land swap with Resorts World Miami.

The agreement called for the state transportation department to sign over about 607 square feet of land to Resorts World in exchange for approximately 4,482 square feet from the company...

The property is part of the large waterfront parcel that once was home to the Miami Herald.

Malaysia-based Genting Group purchased the 14-acre newspaper site in 2011 for \$236 million. It purchased surrounding properties and announced plans for a \$3 billion luxury casino with multiple towers, stores and an elevated beach and lagoon. Without winning a state OK for casino gambling, the plan has been scaled back to two residential towers, a hotel and retail...

The look of the so-called signature bridge is still undecided, even though the transportation department and review committee narrowed down proposed designs last year.

Last October, the state reported that design options for the bridge had been whittled down to two: Wishbone or Lotus. By January the department was saying a third option could come into play.

The state says companies competing for the contract can present their own unique design for the bridge.

'The Wishbone and the Lotus are just examples of signature bridge designs,' said Ms. Cunningham. 'The final signature bridge design will be a result of the concepts proposed by the design build teams and selected by FDOT and the Aesthetics Review Committee.'

It is hoped the new bridge won't overshadow the county's two-building Adrienne Arsht Center for the Performing Arts and divide downtown from Omni, Edgewater and beyond...

In April 2013, Miami Mayor Tomás Regalado and Commissioner Marc Sarnoff filed a lawsuit against the transportation department, accusing the state of not following through on a promise to build 'a transformative signature bridge' as part of I-395 improvements.

In September 2013 the mayor and Mr. Sarnoff said they'd agreed to set aside the suit and negotiate a settlement, and about two months later Gov. Rick Scott announced an agreement with the city in which the state would put up \$600 million to rebuild I-395, including a signature bridge..."

-- John Charles Robbins, Miami Today

[Read entire article here](#)

## Pasco: "County targets old-style roadside billboards"



Photo: Andy Jones, Tribune

"The expanse of rolling green pastures along parts of State Road 54 through central Pasco County is a throwback to the road's rural roots.

The view even might be considered scenic if not for the billboards plopped in the middle of

Beach  
Nov 6-22  
Fort Lauderdale International  
Film Festival, Fort Lauderdale  
Nov 7  
Aviation Day, Fort Myers  
Nov 7-8  
Paint the Beach Festival, Fort  
Myers Beach  
Nov 8-15  
Key West World Championship,  
Key West  
Nov 12-15  
Cape Coral Coconut Festival,  
Cape Coral  
Nov 13-15  
The Annual Ramble, A Garden  
Festival, Coral Gables  
Nov 13-15  
Chibi-Pa, Deerfield Beach  
Nov 14  
Savor the Season Festival, Miami  
Nov 14  
Annual Key Largo Bridge Run,  
Key Largo  
Nov 15-22  
Miami Book Fair International,  
Miami  
Nov 15-Dec 31  
Festival of Lights at Fishermen's  
Village, Punta Gorda  
Nov 18-22  
Key West Film Festival, Key  
West  
Nov 12  
Annual Cook-Off, Key Largo  
Nov 19  
Third Thursday Art Walk,  
Islamorada  
Nov 20-29  
American Sandsculpting  
Championship Festival, Fort  
Myers Beach  
Nov 21-22  
Biannual Estero Fine Art Show,  
Estero  
Nov 21-22  
Harvest Festival, Miami

## North

Nov 5, 12, 19, 26  
Americana Under the Stars,  
Santa Rosa Beach  
Nov 5-15  
Frank Brown Songwriters  
Festival, Perdido Key  
Nov 6  
Apalachicola Oyster Roast,  
Apalachicola  
Nov 6-7  
Florida Seafood Festival,  
Apalachicola  
Nov 6-8  
FANdom Con, Fort Walton Beach  
Nov 6-8  
Great Gulfcoast Arts Festival,  
Pensacola  
Nov 6-8  
St Augustine Pirate Gathering, St  
Augustine  
Nov 7  
Blues, Brews, & BBQ, Destin

fields, flanked by oblivious cows seeking shade from the noonday sun.

Pasco commissioners are considering ways to dismantle the massive signs that mar the county's disappearing vistas.

At a workshop this week, commissioners asked their staff to come up with an ordinance to rid the county of its proliferation of static billboards and replace them with a smaller number of digital billboards that can display multiple advertisements...

Commissioners in 1999 decided they would not allow any new billboards to be erected in Pasco County. That year, there were 537 billboards registered along well-traveled Pasco County roads. There are fewer now, county officials say.

Now commissioners are looking at ways to take down most of the remaining ones.

Most are static billboards, a type of signage that has been around since Roman times. But commissioners say their time is past.

They want to replace them with digital billboards featuring computer-controlled electronic displays of ads that rotate every six to eight seconds...

Staff members first must conduct an inventory of billboards throughout the county, put together settlement agreements with billboard companies that now hold valid permits, amend the current county ordinance, and then schedule and hold meetings with the billboard companies and other interested parties.

Blair said staff members already have had initial discussions with the companies that own most of the billboards in Pasco, including Champion Outdoor Advertising, Clear Channel Outdoor, Outfront Media and Logan Outdoor Advertising. She said they have been receptive to the idea of swapping static billboards with electronic ones.

Pinellas County allowed billboard companies to swap out five static billboards for one digital sign, and the city of Tampa permitted companies to swap out nine static billboards for one digital.

But Gary Barbosa, who has owned Champion Outdoor Advertising in Pasco County since 1988, wonders about the motives of the national billboard companies that are approaching governments with proposals to swap out billboards.

'There are a lot of economics and dynamics to consider,' he said. 'Some of the billboards the national companies are swapping out are at junk locations or are covered by trees. It's not an equal swap. They want to trade garbage for gold.'

Barbosa said he and other smaller independent outdoor signage companies don't have that luxury.

He said he has erected 26 static billboards and four electronic billboards with changeable ads in Pasco.

'I don't have any garbage,' he said. 'Every one of my billboard locations is vital.'

The proposed billboard swap also puts small businesses at a disadvantage, he said.

'Billboards always get a bad rap but there are a lot of local businesses that depend on them,' Barbosa said.

'Most of my advertisers are mom-and-pop businesses that couldn't afford to be on a digital billboard.'

Depending on the size and location, a business would pay \$300 to \$2,000 a month to advertise on a static billboard. By contrast, businesses can pay up to \$25,000 a month for an eight-second spot looping every 64 seconds on a digital billboard.

'To make that kind of investment worth it, it'd have to be seen by more than 100,000 cars a day, and few roads in Pasco County have that kind of traffic,' Barbosa said.

Nevertheless, Commissioner Moore said the county's static billboards can't come down fast enough.

'Let's not sit here and talk about it for a year and a half,' he said. 'Just model it after the ordinances in surrounding counties. Then pull down 10 (static billboards) and replace it with one (digital billboard).'

...Commissioner Kathryn Starkey urged staff members to include residents in the process.

Nov 11  
Veteran's Day Parade,  
Jacksonville  
Nov 12-14  
Fall Palatka Bluegrass Festival,  
Palatka  
Nov 21  
The Downtown Bazaar, St  
Augustine  
Nov 21-22  
Arts and Crafts Festival, St  
Augustine  
Nov 15  
Pickin' in the Park, Ocala  
Nov 21-22  
Yankeetown Seafood and Arts  
Festival, Yankeetown  
Nov 21-Jan 31  
Nights of Lights Festival and  
Celebration, St Augustine  
Nov 28  
Giving Thanks, Tallahassee

[For many more events and details please visit the Orlando Times Travel Calendar here](#)



'We have residential communities fronting on State Road 54 and U.S. 19 that will be affected by electronic billboards,' she said, noting the commission received backlash from residents when a lighted static billboard was erected at the intersection of Collier Parkway and State Road 54.

'Someone in their home shouldn't have to look out their window at an electronic billboard,' she said."

-- D'ann Lawrence White, Tribune

[Read entire article here](#)

