

# Scenic Watch



Covering  
News From  
June  
2017

"Billboard blight and mural ads are infecting downtown Miami"

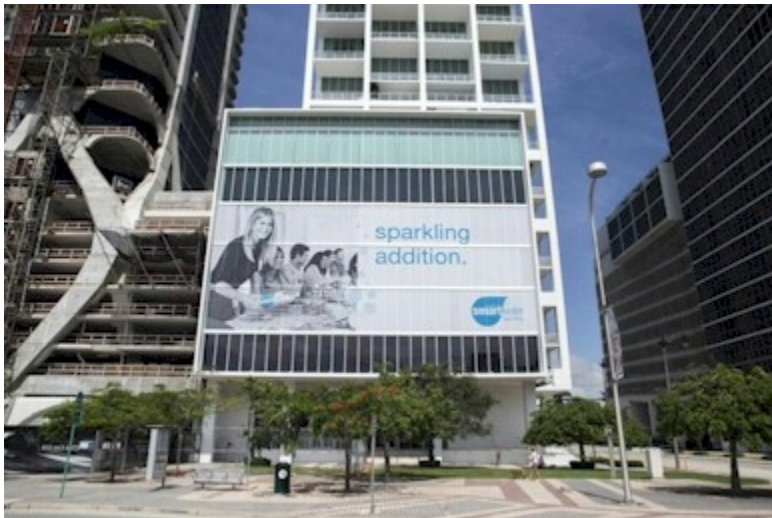


Photo: Sebastián Ballestas, Miami Herald

"...If you're trying to find the bold new Zaha Hadid-designed exoskeleton high-rise on Biscayne Boulevard, it's next to Ten Museum Park — more



Fun Festivals  
and Events

Central

June 24-July 4  
Super Boat Grand Prix

easily identifiable as the Sparkling Smart Water building.

In addition to residing in a multistory billboard, there are the blots on your bay view — the 1-800-411-PAIN sign erected by an accident-chasing law firm or the 3,375-square-foot video screen that adorns AmericanAirlines Arena.

**'Visual pollution ruins what makes Miami beautiful — palm trees, blue skies, interesting architecture,' said Peter Ehrlich, co-founder of Scenic Miami, which has advocated for tighter regulation of signs. 'Tourists don't come here to see giant ads. Residents are not asking for them. Yet they are in-your-face inescapable.'**

The city limits the number of mural ads on the sides of buildings to 45. They can be as big as 10,000 square feet. They have not proliferated, but a few have moved to larger or more visible buildings.

'The outdoor advertisers are constantly jockeying to get on a bigger wall closer to a highway in order to reach more eyeballs,' said Ehrlich, who calls them 'monster murals.'

Developer Craig Robins wants to prevent the infiltration of mural signs into the Design District. The last thing he wants to see are tacky ads clashing with glamorous boutiques, modern art and new urban plazas.

'He's got a vision, a sophisticated vision,' Ehrlich said. 'He doesn't want any chance of hemorrhoid cream or Estrella Insurance ads next to Tiffany and Cartier shops or a sculpture installation.' Robins is seeking to protect the Design District from signage blight. He has proposed shrinking the zone in which mural ads are permitted by moving the north border six blocks south to Northeast 38th Street.

On July 8, Miami's city commissioners are scheduled to hear from Robins, who is the major property owner in the district. Robins was also instrumental

Festival, Lido Beach  
June 30-July 1  
Kiafest Main Street Blast,  
Newport Richey  
July 1  
St Pete Indie Market, St  
Petersburg  
July 1  
First Saturday Jam,  
Barberville  
July 1  
Art Stroll and Gallery  
Walk, New Smyrna Beach  
July 1, 8, 15, 22, 29  
Summer Music Series,  
Clermont  
July 2-4  
Smoke of the Water and  
Fire in the Sky, Space  
Coast  
July 3  
Red Hot and Boom,  
Altamonte Springs  
July 3  
Baldwin Park  
Independence Day Bash,  
Orlando  
July 3  
Freedom on the  
Waterfront, Mount Dora  
July 4  
Watermelon 5K, Winter  
Park  
July 4  
Red, White and Boom,  
Cape Coral  
July 4  
Red, White & Blue  
Festival, Tampa  
July 8  
Second Saturday St  
Petersburg ArtWalk, St  
Petersburg  
July 8-9  
16th Annual Indialantic  
Craft Festival, Indialantic  
July 8-9  
SharkCon, Tampa  
July 9  
Climb to the Moon, Ponce  
Inlet  
July 13  
Alive After 5, Sanford  
July 14  
Cocoa Beach Friday Fest  
July 15

in the redevelopment of South Beach in the 1990s.

'I'm not saying they're inappropriate for all neighborhoods but we're aspiring to a high level of art, design and architecture in the Design District,' he said. 'Rather than commercialize it, we want to make it a special place that is a source of pride for Miami.'

One existing ad space would be allowed to remain but new ads would be banned under the proposal. Like other property owners, Robins could rent out his prime wall space, much of which is visible from Interstate 95, to outdoor advertisers for tens of thousands of dollars a month. But Robins has commissioned artists to turn the sides of his buildings and a parking garage into 'beautiful installations.'

'If we took all our frontage and rented it out, it would be worth millions of dollars per year, but we're not interested in marketing opportunities,' he said. 'The commission is usually sensitive when an idea is definitely for the betterment of the community.'

The city makes almost \$4 million a year from fees charged to outdoor advertising companies such as Clear Channel, Outfront Media and Wagner that earn billions from businesses seeking to get their messages and products in front of consumers.

**'It's another in a line of serial acts of municipal prostitution,' said Dusty Melton, a Miami-Dade lobbyist and political consultant who co-authored the county's sign code in 1985. The city regularly flouts the code with its interpretation of it and allows programmable LED billboards that are prohibited, he said.**

'No one has the political will to unplug these illegal billboards that are basically giant TVs on top of poles,' Melton said. 'There are probably 30 out there. The three on the Miami Children's Museum are illegal.' The city is discussing whether to raise

Art Walk, Sanford  
July 15  
Cruisin' Downtown DeLand  
Classic Car Show, DeLand  
July 22  
Wine Walk & Art Walk,  
New Smyrna Beach  
July 23  
Tampa Indie Flea, Tampa

## South

July 1  
MiMo on the Beach  
Walking Tours, Miami  
July 1  
Wheelin' Dealin' Food  
Truck Festival, Fort  
Lauderdale  
July 1-2  
International Mango  
Festival, Coral Gables  
July 1-4  
Key Lime Pie Festival, Key  
West  
July 2  
Vans Warped Tour, West  
Palm Beach  
July 2  
Sunday Jazz Brunch, Fort  
Lauderdale  
July 4  
Marathon Beach Party &  
Fireworks Show, Marathon  
July 4  
Old Fashioned Fourth at  
Flamingo Gardens, Davie  
July 4  
Old-Fashioned Fourth of  
July Picnic at The  
Barnacle Historic State  
Park, Coconut Grove  
July 5, 19  
Jupiter Lighthouse Sunset  
Tour, Jupiter  
July 7-9  
Islamorada Summer  
Classic, Islamorada  
July 8  
SummerJazz on the Gulf,  
Naples  
July 8  
Underwater Music  
Festival, Big Pine Key  
July 8

its sign fees. One prime space that it rents out is on its own Miami River Center administrative building on Southwest Second Avenue and Fourth Street — a building that happens to house the code enforcement department...

**'Nothing is too massive,' Ehrlich said. 'Property owners are now asking architects to design buildings with large wall spaces available for advertising.'**"

--Linda Robertson, Miami Herald

[Read entire article](#)

## Complete Streets: "Safety advocates unveil report to make St. Petersburg safer for biking, walking"



Photo: Divya Kumar, Tampa Bay Times

"The movement to make the city's streets safer unveiled a new report outside Perkins Elementary School on Tuesday aimed at making the city's roads safer, including the troublesome one outside the

Full Moon Kayak Tour,  
North Miami  
July 8  
Supercar Saturdays  
Florida, Fort Lauderdale  
July 8  
Wynwood Artwalk, Miami  
July 9  
Jupiter Lighthouse  
Moonrise Tour, Jupiter  
July 15  
Downtown Hollywood  
Artwalk, Hollywood  
July 15-16  
MangoMania Tropical Fruit  
Fair, Cape Coral  
July 20  
Alive After Five, Punta  
Gorda  
July 18-23  
Hemingway Days, Key  
West  
July 20  
Third Thursday Art Walk,  
Islamorada  
July 23-30  
Pan American  
Weightlifting  
Championships, Miami  
July 25-30  
BugFest-By-The-Sea, Town  
of Lauderdale-By-The-Sea  
July 26-30  
Miami Salsa Congress,  
Miami Beach  
July 27-30  
Florida Supercon, Miami  
Beach  
July 29  
FATVillage Artwalk, Fort  
Lauderdale

## North

July 1  
First Weekend Union  
Garrison, Amelia Island  
July 1  
First Saturday Militia  
Muster and Training at  
Fort Mose, St Augustine  
July 1  
Guided Tour at Kanapaha  
Botanical Gardens,

school, 18th Avenue S.

'Our streets should be safe, whether you're 8 or 80 years old,' Lisa Frank of the Florida Consumer Action Network. 'Many streets in St. Petersburg were designed decades ago for the fast movement of cars instead of the safe movement of people.'

The network and Frontier Group released the city's 'Complete Streets for St. Pete' report on Tuesday, which is an initiative to redesign streets to make them safer for biking, walking and using transit, and that in turn will make the city's populace healthier...

Mayor Rick Kriseman said the city has invested \$1 million toward building complete streets this fiscal year by installing 103 flashing pedestrian lights at crosswalks and building 200 'bulb-outs,' or curb extensions, to slow down vehicles and give pedestrians more safety space. The mayor said the city has more work to do and intends to invest the same amount next year.

'Today, more than 15 percent of workers downtown walk or bike to work because we've invested in the infrastructure,' he said. 'We can improve the health and safety by expanding these streets to every neighborhood in St. Pete.'

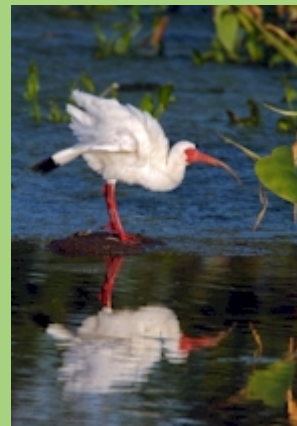
The report, which will be presented to the City Council later this year, also recommended creating protected or buffered bike lanes, lowering speed limits and creating greenways in neighborhoods to calm the flow and speed of traffic.

Erin Adams, the mother of a 9-year-old girl, who lives in the Euclid-St. Paul neighborhood, said the idea of riding their bikes right now is dangerous.

'We would love to be able to ride our bikes downtown or to all the wonderful parks around,' she said. 'But you can feel the wind from cars going by'...

Gainesville  
July 2  
Florida Safari, Ocala  
July 4, 11, 18, 25  
Bands on the Beach,  
Pensacola  
July 7-8  
Pensacola Beach Air Show,  
Pensacola Beach  
July 7  
First Friday Garden Walk,  
Palm Coast  
July 8  
Artrageous Artwalk,  
Fernandina Beach  
July 9  
Gainesville Indie Flea,  
Gainesville  
July 15  
Bridge of Lions 5K Run, St  
Augustine  
July 17-22  
Greater Jacksonville  
Kingfish Tournament,  
Jacksonville  
July 28  
River Rhythms, Ocala

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



Curtis Holloman, senior director of grants and programs for the Foundation for a Healthy St. Petersburg, which awarded more than \$170,000 to the complete streets project, said many cities are looking to street improvements to spur economic growth.

Kriseman said improved streets doesn't just make the city safer and healthier. It also makes St. Petersburg more attractive to businesses and younger residents.

'A lot of times the differences between where a company chooses to locate or not locate is based on quality of life,' he said. 'Having a city that is safe to walk in, safe to ride bikes in contributes to that quality of life.

'Millennials, in particular, don't want to own cars. They want to have good walking, and good bike paths and good mass transit. We're working on all three of those things.'

--Divya Kumar, Tampa Bay Times

[Read entire article](#)

Complete Streets:  
City of Cocoa-Space Coast TPO  
Project transforms Florida Avenue  
into 'Complete Street'



Photo: Space Coast Daily

"The City of Cocoa, with assistance and guidance from the Space Coast Transportation and Planning Organization, began construction on Florida Avenue towards the end of 2016 to transform the road, located in the heart of Cocoa Village, into a 'Complete Street'...

The scope of the project included roadway reconstruction, replacing the existing water main, new sidewalk on both sides of Florida Avenue, new curb and gutters, on-street parallel parking, minor storm drain improvements, pedestrian scaled decorative streetlights, signage, landscaping and irrigation.

On the north side of the project is a piece of property purchased by the City at 6 Forrest Avenue for the intention of redeveloping the site into a greenspace with a Cocoa Village gateway entry feature. Development should be underway soon for this piece of property."

--Space Coast Daily

[Read entire article](#)

New location: "Floating billboard

makes waves in Destin"



Photo: Michael Snyder, NWF Daily News

DESTIN — A Destin City Councilman says a local advertiser has gone too far with its large LED billboard on the back of a boat he spotted at Crab Island over the weekend.

Parker Destin shared photos and a status on social media Sunday that showed a large boat with a 20 foot-by 30 foot, two-sided LED electronic billboard advertising various businesses. The boat was driving past Crab Island on Sunday.

'I understand everybody needs to reach an audience, but good grief,' Destin said. 'That was a pretty garish and invasive way to do that.'

The councilman said he has fielded calls from Destin residents concerned about the billboard. The city does not have jurisdiction over Crab Island since it is legally state land, Destin said, but he is still worried about the implications of the floating billboard for the city's image overall.

'The billboard is probably the most in-your-face manifestation of what's occurring (on Crab Island),' he said. 'It's the over-commercialization of our natural resources, which is troubling because they



need to be as natural as they can be in order to entice people to come and visit and to entice people to come and reside here'..."

--Annie Blanks, NWF Daily News

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