

Scenic Watch



Covering
News From
February
2020

"More digital billboards could pop up in Tampa if city council approves"



Photo: ABC Action News WFTS Tampa Bay

"Lit up over parts of Tampa, electronic billboards have been a part of the advertising skyline for more than 10 years.

'Everybody was very fearful, we do not want Times Square,' said Marilyn Healy, a representative for



Fun Festivals
and Events

Central

Thurs June 28
Salvador Dalí Gardens of
the Mind Exhibition,
Sarasota
Thurs March 15
Real Music Concert Series,

Outfront Media.

Healy says evidence proved back then the signs were not intrusive when placed in the right location.

'At the time, they agreed to exclude [the Dale Mabry Highway]. Our position hasn't changed,' said a woman advocating against the signs during public comment in the Tampa City Council meeting Thursday.

That woman and others are now pushing back against adding more.

'Visual blight, signage, utilities etc. is one of the things that we combat extensively,' she said.

The companies behind the signs are asking the Tampa City Council to approve expanding the area where the signs can be placed.

'The percentage of each company's allowable percentage of total inventory for digital billboards would raise from 5 percent to 10 percent to accommodate these additional sites,' said Tom Neill, public affairs for Clear Channel Outdoor.

The expansion they are proposing would include:

Dale Mabry Highway from Hillsborough Ave. to Kennedy Blvd. Gandy Blvd from Dale Mabry Hwy. to Westshore Blvd. Hillsborough Ave. from Dale Mabry Hwy. to MacDill Ave. They say there is a trade-off to deal with blight. For every one digital sign, Clear Channel says 10 paper billboards are being taken down...

'Westshore and the Dale Mabry area continues to be a thriving part of the municipality,' said Neill. 'To add a couple of digital billboards we hope won't do anything but enhance the advertiser's ability to speak to those folks.'

City council members have moved the issue forward to its next reading and says they can tweak if

Tampa Bay
March 1
The Grant Seafood Festival, Grant
March 1
Chocolate Festival, Melbourne
March 1
Raymond James Gasparilla Festival of the Arts, Tampa
March 6-8
Swamp Fest, Weeki Wachee
March 6-15
Bike Week, Daytona Beach
March 7
First Saturday Workshops and Jam, Barberville
March 7
Brevard County 4-H Family 5K, Melbourne
March 7-8
Lake Mary-Heathrow Festival of the Arts, Lake Mary
March 7-8
Palm Harbor Craft Festival, Palm Harbor
March 7-8
Floral City Strawberry Festival, Floral City
March 7-10
Space Coast Seafood and Music Fest, Viera
March 7-15
Orlando Bike Week, Orlando
March 13-22
Firefighters' Indian River County Fair, Vero Beach
March 20-22
ShrimpFest and Craft Brew Hullabaloo, Sebastian
March 20-22
Annual Winter Park Sidewalk Art Festival, Winter Park
March 21
Downtown DeLand Classic Car Show, DeLand
March 22-24
Spooky Empire, Orlando
March 23
Florida Blueberry Festival,

necessary between now and then."

-- Heather Leigh, ABC Action News, WFTS Tampa Bay

[Read entire article](#)

"Those two signs on Super Bowl stadium's roof are illegal – and county officials know it"



Photo: Melton

"Want to be reminded how the rich and powerful among us act as if they are above the law? Then tune in to the Super Bowl on Sunday.

Even before kickoff, you'll likely see an aerial shot of two giant commercial advertisements on the roof of Hard Rock Stadium. And you'll see them again and again and again before the game clock expires.

Kissimmee
March 27-29
Annual Spring Daytona
Turkey Run
March 28
Taste of Oviedo, Oviedo
March 28-29
17th Annual Spring Fine
Arts Festival, Englewood

South

Thurs March 8
Festival of the Arts BOCA,
Boca Raton
Thurs March 8
Southwest Florida and Lee
County Fair, North Fort
Myers
March 1
JM Lexus Sunday Jazz
Brunch, Fort Lauderdale
March 3-28
34th Annual Sanibel Music
Festival, Sanibel Island
March 5-7
Sanibel Shell Fair and
Show, Sanibel Island
March 6
Full Moon Dinner Party,
Fort Lauderdale
March 6-15
Miami International Film
Festival, Miami
March 7
Conch Shell Blowing
Contest, Key West
March 7
Evening on Antique Row,
West Palm Beach
March 7
Sharks Tooth 10K Run,
Venice
March 7
Southwest Florida Reading
Festival, Fort Myers
March 7-8
Downtown Venice Art
Classic, Venice
March 7-8
Las Olas Art Fair Part II,
Fort Lauderdale
March 12-15
All-Florida Championship
Rodeo, Arcadia

The ads are illegal — and those who should know that already do.

The signs violate Miami-Dade County's Sign Code, adopted in July 1985. Since then, it has become the law in every municipality in the county. That includes the city of Miami Gardens, host to the NFL championship game.

The Sign Code establishes minimum regulations for all outdoor signage. The county's various municipalities can enact regulations for any type of sign more restrictive than the Sign Code's requirements, but no city government can enact a rule more permissive than the Sign Code.

Within each municipality, that city is responsible for the primary enforcement of the Sign Code. But the county never relinquished its enforcement rights and may exercise them at will, anywhere.

During the 34 years since the Sign Code's adoption, most municipalities have honored it. But some cities, most notably the city of Miami, have "approved" many illegal signs — often in the face of expert testimony beforehand that such a municipal decision would violate specific Sign Code provisions.

The Sign Code defines "roof sign" as: "Any sign which is painted on, fastened to or supported by the roof or erected over the roof." Those two mammoth signs atop Hard Rock Stadium meet that simple definition. And the Sign Code entirely outlaws all roof signs: "Roof signs are prohibited in all the [zoning] districts."

This ain't complicated — the signs violate the County Code.

Is my heartburn really important? Does it truly matter that any sign is painted on the top of any building, completely out of view except when you might be flying over it or a blimp films it for an international television audience?

March 12
What's Next in Tech?, Fort Lauderdale

March 12-April 5
Miami-Dade County Fair and Exposition, Miami

March 13-14
Delray Beach St Patrick's Day Festival, Delray Beach

March 13-14
60th Annual Historic House Tours, Key West

March 13-15
Fairchild's International Orchid Festival, Coral Gables

March 14-15
Royal Palm Beach Seafood Festival, Commons Park, Royal Palm Beach

March 14-15
Original Marathon Seafood Festival, Marathon

March 14-15
Art Fest by the Sea, Juno Beach

March 14-15
Punta Gorda Sullivan Street Craft Festival, Punta Gorda

March 14-15
Fort Myers Beach Lions Club Shrimp Festival, Fort Myers Beach

March 15
Calle Ocho Music Festival, Miami

March 16-May 16
The Grateful Dead's Mickey Hart Art Exhibition, Coral Springs

March 18-21
Super Sebring IMSA and FIA WEC Doubleheader, Sebring

March 19
Third Thursday Art Walk, Islamorada

March 20-22
Marco Island Seafood and Music Festival, Marco Island

March 20-22
Ultra Music Festival, Miami

March 21-22

I get that. I'm not going to convince anyone to be offended. But I am insulted, on a couple of levels.

First, the stadium roof signs are a brazen affront to our local rule of law; thus, they must be removed at once. Continued benefit derived from those prohibited signs by the rich and powerful who own and operate Hard Rock Stadium insults to all law-abiding county residents.

I'm indignant, too, because county officials know that those signs are illegal. Yet none of them can be bothered — by the outlaw signs themselves or to enforce their own County Code.

Do they not care at all? Or could it be that the county is an investor in Hard Rock Stadium, paying its owner multimillion-dollar bonuses for attracting big-time events, such as the Super Bowl? Anyone can figure that one out.

It would be easy to keep images of Hard Rock Stadium's two illegal roof signs off the airwaves during the Super Bowl telecast. It might cost billionaire owner Stephen Ross a few bucks, but will he do it?

I'm not holding my breath.

Eston "Dusty" Melton, a former political reporter for the Miami Herald, is chairman of Gryphon Partners, a Miami-based governmental consulting and lobbying firm. Melton, who represented the outdoor advertising industry in 1980s, helped author the Miami-Dade County Sign Code. He wrote this op-ed as a private citizen and with no client interest."

-- Eston 'Dusty' Melton, Op-Ed in Miami Herald

[Read entire article](#)

"Officials object to residents' buying bridges to pay for Villages'

Peace River National Art Festival, Punta Gorda
March 21-22

Coral Springs Festival of the Arts, Coral Springs
March 26-29

Palm Beach International Boat Show, West Palm Beach

March 28-29

Palm Beach Pride, Lake Worth

March 28-29

Dania Beach Arts and Seafood Celebration, Dania Beach

March 29

Deering Seafood Festival, Miami

North

March 1

Humanly Possible Figures and Portraits Exhibit, St Augustine

March 5-8

Amelia Island Concours d'Elegance, Amelia Island

March 5-8

Red Hills International Horse Trials, Tallahassee

March 5-11

NHRA Gatornationals, Gainesville

March 6

First Friday at Railroad Square Art Park, Tallahassee

March 6

First Friday at Railroad Square Art Park, Tallahassee

March 7

Race the Tortoise 5K, High Springs

March 7

Menorcan Heritage Celebration, St Augustine

March 7

Gate River Run, Jacksonville

March 7-8

Azalea Festival, Palatka

March 7-8

advertising"



Photo: Villages-News.com

"Two elected officials in The Villages have raised objections to residents one day soon purchasing the golf cart bridges that will act as billboards advertising Florida's Friendliest Hometown.

The golf cart bridges being erected across State Road 44 and the Florida Turnpike will provided a crucial artery for golf cart transportation to and from the Village of Fenney, the massive yet-to-be-constructed Villages of Southern Oaks and other areas in the southern end of The Villages...

'I don't know what it's costing to build those bridges, but it's got to be millions,' said CDD 8 Supervisor Larry McMurry. 'We are going to get to buy it, and we are going to get to maintain it.'

He said it's not too soon to begin forecasting what the cost of maintenance of the bridges will be, if for nothing more than 'transparency' for the residents who will soon be footing the bill...

CDD 8 Supervisor Sal Torname had a slightly different take on the golf cart bridges that remain under construction in the southern end of The Villages. He said the bridges are giant advertising billboards for The Villages.

The Gulf Coast
Renaissance Faire, Milton
March 8
Tallahassee Jewish Food
and Cultural Festival,
Tallahassee
March 13-19
Choctawhatchee
Challenge (Kayaks),
Gainesville
March 14-15
The St Augustine Celtic
Music and Heritage
Festival, St Augustine
March 19-22
Suwannee Spring Reunion,
Live Oak
March 20-22
Smokin' in the Square,
Pensacola
March 20-22
Lions Seafood Festival, St
Augustine
March 21-22
Spring Garden Festival,
Gainesville
March 27-28
Springtime Tallahassee
Festival and Grand
Parade, Tallahassee

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



'Why doesn't the Developer offset the cost for us with advertising expense? We are promoting The Villages,' Torname said. 'We are providing the structure that supports the advertisement for The Villages, and they are selling housing.'

A district official said PWAC will take over maintenance of the bridges 'six months after they are operational.'"

-- Meta Minton, Villages-News.com

[Read entire article here](#)

Florida's preemption of local governments adoption of zoning and development regulations is opposed by Florida League of Cities



Photo: State of Florida

"...SB 954 (Perry) and CS/CS/HB 459 (Overdorf) preempt local governments from adopting zoning and development regulations that require specific building design elements for single- and two-family dwellings, unless certain conditions are met. The bills define the term "building design elements" to

mean exterior color, type or style of exterior cladding; style or material of roof structures or porches; exterior nonstructural architectural ornamentation; location or architectural styling of windows or doors; and number, type, and layout of rooms.

The bills provide a limited exemption from the preemption by allowing local governments to adopt and enforce regulations that require "building design elements" for single- and two-family dwellings only if they are listed on the Historical Preservation Registry, housed within a Community Redevelopment Agency or if regulations are adopted in order to implement the National Flood Insurance Program.

The bills also allow a substantially affected person to petition the Florida Building Commission to review a local government regulation to determine if the regulation is actually an unauthorized amendment to the Building Code. "

-- Florida League of Cities

[Read entire alert here](#)
[Read St Petersburg city staff presentation on this subject here](#)
[Florida Senate Bill 459](#)

Floating Billboards: "Firm warns boaters of live-fire exercise in Gulf"



Photo: Splashboard Media as seen in FHN

"A billboard mounted on the back of a boat makes frequent appearances along local coastlines and at Crab Island in the summer.

But Splashboard Media's 110-foot boat, complete with large, lighted billboard, was put to use last week to keep boaters away from a live-fire military exercise in the Gulf of Mexico.

The blue boat and its sign were visible to motorists crossing the Marler Bridge in Destin on Thursday. It was anchored near the base of the west jetty.

'This is our third year of working with the Air Force or the Air Force contractors providing mission support,' said Chris Kopecky, one of the company's owners...

Their business does everything from notifying boaters of closures to sharing flag conditions with beachgoers and showing movies at Crab Island.

The sign is 20 by 30 feet and is mounted on the large blue boat operated by a Coast Guard-certified 100-ton captain."

-- Wendy Victora, NWFdailynews.com

[Read entire article here](#)

