Mary Tracy
“Vegetation Management”
for NAHBA  April 16, 2013
Is it time for another survey?

*Last week, R.I. Gov. Chafee signed a “no cut” highway vegetation policy for RIDOT to administer, part of state’s renewed emphasis on Beautiful Highways.
Missouri
Florida
Florida
North Carolina
Tree cut down for billboard view in Cleveland.
All that’s left is the stump...
Jacksonville, FL
Toyota Floral Billboard California
Artist Rendering
101 in Novato, California - Toyota
110 near Downtown that Caltrans sold to Toyota last year for a Prius ad
Salter Advertising cuts down $2 million in trees; will pay $100k

State illegally gives away $2 million in trees, settles for $100k

Submitted by Matt Dixon on February 25, 2013 - 8:31am

PolitiJax

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TALLAHASSEE - Three years after what a grand jury called a flagrantly illegal $2 million tree giveaway to a well-connected Panhandle billboard company, the Florida Department of Transportation settled for pennies on the dollar.

The state agreed to accept just $100,000, although $90,000 of that is yet to be collected. The payments will be made interest-free over the next five years.

Despite agreeing to take just 5 percent of the value of the 2,132 state-owned trees that were illegally removed, the department says the agreement is a good deal for taxpayers.

“The department analyzed all factors in the case and determined the settlement was in the best interest of the public,” wrote department spokesman Dick Kane, who ignored specific questions sent by the Times-Union.

The issue emerged after a Times-Union investigation found, among other things, Milton-based Salter Advertising received permits to cut the trees without submitting required documents to show how they would replace the trees, pay costly mitigation fees, turn over an estimated $4 million in older, nonconforming billboards or pay fines it should have incurred after the trees were cut.
Tree-Poisoning Case Reignites Billboard Industry Scandal

Workers for America’s largest outdoor advertising company have confessed to illegally poisoning trees that obscure billboards in Florida, reigniting a long simmering scandal in the industry.

“We always cut trees illegal,” Robert Barnhart, a former employee at Lamar Advertising Co. in Tallahassee, told investigators from the Florida Department of Agriculture:

Trees felled to improve views of billboards. Photo courtesy of Scenic America.
I think that I shall never see
A billboard lovely as a tree.
Indeed, unless the billboards fall,
I'll never see a tree at all.

(Ogden Nash)