

money

TECH Q&A

Closing a Yahoo Mail account isn't easy

Story, F-2

Smart billboards are checking you out – and making judgments

By Tim Johnson
Tribune News Service

WASHINGTON | Here is what's around the corner: Smart digital billboards will detect the make, model and year of oncoming vehicles, and project ads tailored to the motorist. Roadside cameras will read license plates, and powerful

computers will make snap judgments based on likely home address, age, race and income level to pitch products or services through the billboards.

Once ads flash up on roadside digital screens, the sales pitch may not stop. Any mobile phones in a passing vehicle may light up with a reinforcing

message linked to the ad.

Smart billboards are already here, gracing the sides of bus shelters, urban interstates and pedestrian walkways. Digital billboards are growing in size and number, rotating ads, customizing them to passing traffic and earning far more income than old-fashioned billboards.

Throw in artificial intelligence and powerful computers, and the roadside experience is on the cusp of change. Digital electronic billboards actually stare at us — and make judgments about who we are and how we might spend our money.

BILLBOARDS continues on F-4



An interactive billboard on Interstate 88 near Eola Road in Aurora, Ill., touts the Chevy Malibu in 2016. The sign uses vehicle recognition technology to identify competing sedans and display ads aimed at their drivers. (Abel Uribe/Chicago Tribune/TNS)



Rendering of Salsas Mexican Restaurant, going into Bay95 on Baymeadows Road East. (Source: Property Theater)

Walmart market OK'd for Baymeadows



sunday notebook

roger bull

It's more than a year in the making, but the building permit has been issued for a new Walmart Neighborhood Market on Baymeadows Road. It's going into the Baymeadows Commons shopping center, 9550 Baymeadows Road.

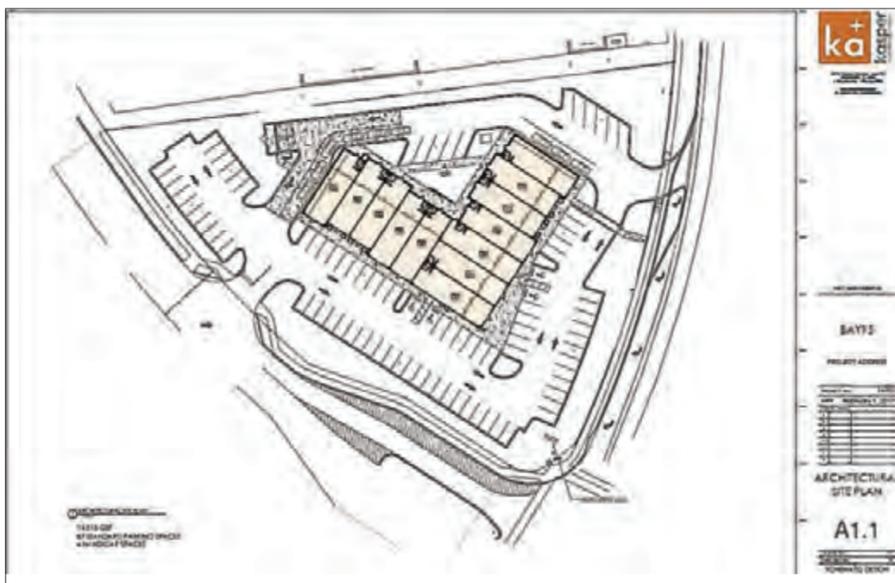
As we've reported, Bailey's Health & Fitness left the shopping center and Walmart's applications for the site began soon after. The space where Bailey's was located has been torn down and the market will be built from scratch in the middle of the shopping center.

In May, the company confirmed that the store would open by the end of Walmart's fiscal year, which ends Jan. 30, 2018.

International Contractors of Illinois has the contract for the \$5 million, 40,545-square-foot building.

DOWNTOWN

In case you missed the story last week, a Texas firm



Site plan for Bay95 shopping center on Baymeadows Road East at R.G. Skinner Parkway. (Source: Property Theater.)

has paid \$110 million for the Hyatt Regency Jacksonville Riverfront. The buyer is a corporation that shares the same address as Westmont Hospitality Group, which has an ownership interest in more than 500 hotels.

The manager of the hotel issued a statement saying that it will remain a Hyatt. The

hotel has been closed since Hurricane Irma pushed water into it. Reopening is expected soon.

WAWA!

An application for a Wawa convenience store and gas station has been filed with the St. Johns River Water Management District. The

5,636-square-foot store is planned for the southeast corner of Blanding Boulevard and Collins Road. There are several buildings, including a gas station and a restaurant, on the three parcels totaling 2.47 acres.

That makes about 14 locations in the area where Wawa is planning stores, though the

company hasn't confirmed them all. The first three stores expected to open this fall in the Jacksonville area are at 4866 Gate Pkwy., 678 Blanding Blvd. in Orange Park and 6787 Wilson Blvd.

Wawa is holding a job fair from 9 a.m. to 6 p.m. Tuesday, Oct. 3, at Homewood Suites by Hilton, 10434 Midtown Pkwy., behind the St. Johns Town Center. The company is seeking to fill about 200 positions.

MORE COLLINS

Pet Supermarket and Pet Angels Animal Hospital will be going into the new 9,590-square-foot building under construction in front of the Walmart at 7067 Collins Road. Lat Purser & Associates handled the leasing; opening is expected next year. J. Raymond Construction has the \$1 million building contract.

BAYMEADOWS

Groundbreaking is expected to take place in the next few weeks on a new, small shopping center on Baymeadows Road East, just across from the R.G. Skinner Parkway intersection.

NOTEBOOK continues on F-4



Workers shovel papers and debris off a building Monday that collapsed in the Sept. 19 7.1 magnitude earthquake in Mexico City. At least 38 buildings collapsed and 360 others still standing have been condemned. (AP Photo/Rebecca Blackwell)

Mexico tallying economic cost of earthquake

By Christopher Sherman
Associated Press

MEXICO CITY | Mexican government officials are tallying up the economic losses of the magnitude 7.1 earthquake that caused widespread damage in the capital, but for the manager of a downtown restaurant, the result is already all too clear.

Sitting in the entrance of his Guapa Papa restaurant on Monday, surrounded by caution tape,

Antonio Luna said: "This is a bust. It's already closed due to structural damage to the building."

He had to let go the three dozen employees at the 1950s-themed restaurant and is just trying to salvage whatever furniture and equipment wasn't damaged.

"In the end the company let everyone go because it couldn't continue having expenses," Luna said.

Moody's Investors

Service said in a report Monday that the Sept. 19 earthquake that has killed at least 326 people in the capital and nearby states "has the potential to be one of Mexico's costliest natural catastrophes."

Alfredo Coutino, Latin America director for Moody's Analytics, said they were still collecting data on losses, but a preliminary estimate was that the earthquake could knock 0.1 to 0.3 percentage point off growth in

Mexico's gross domestic product in the third and fourth quarters.

For the full year, the impact on gross domestic product should be about 0.1 percent.

"The impact on the year's growth will be small, particularly considering that the reconstruction work will compensate for some of the total loss in activity during the fourth quarter," Coutino

MEXICO continues on F-4



Walmart Neighborhood Market is going into the Baymeadows Commons shopping center.

NOTEBOOK

Continued from F-1

It's going to be called **Bay95** and Charles Skinner, of the developer Property Theater, said it will be 14,500 square feet.

It already has two confirmed tenants that he can name, he said, **Marco's Pizza** and **Salsas Mexican Restaurant**. Salsas has three restaurants in the Jacksonville area and two more farther down the coast. Marco's is a national chain with more than 800 restaurants.

A dry cleaning dropoff station and a nail salon have also committed, he said.

WESTSIDE

UPS is putting a sorting facility into a 400,000-square-foot building at **12400 Presidents Court**, off Pritchard Road west of Interstate 295. It often leases temporary space for its increased seasonal work that starts each fall. But this space will continue to be used afterward as its Imeson Road facility undergoes a major transformation.

Last year, the company announced plans to spend \$196 million to enlarge and upgrade the facility. When completed in fall 2019, capacity will increase by one-third to more than 80,000 packages processed per hour. It's expected to add a few jobs because most of the work is increasing automation.

The buildout permit for Presidents Court is \$4,932,529.

NASSAU

Artisan Homes has purchased 17 acres on **Tuscany Way**, just off Florida A1A and just west of the Intracoastal in Nassau County. Condos had been planned for the site, but that plan fell through.

Now Artisan Homes plans 22 two-story townhouses in 11 duplexes. They'll be about 2,500 square feet each and start in the low \$500s. The company still has to modify the PUD and get all the permits. But Tim Rich with Artisan said the first models could start going up around next June.

Robert Selton and Matt Entrioken of Colliers International Northeast Florida represented the seller.

BEACHES

VyStar Credit Union will open a branch at **Fletcher High School** on Tuesday, Oct. 3.

It will be the credit union's 13th in area high schools.

ATLANTIC

Zips Car Wash keeps adding to its local portfolio. The Arkansas-based

company paid \$3,370,000 for Blue Water Car Wash, 8714 Atlantic Blvd. The car wash was built in 2008 on property that sold for \$860,000 two years earlier.

Zips now has seven locations in Jacksonville, all bought since December. It has 15 in Florida and 88 overall.

CLAY

On Thursday, the Clay County Development Review Committee will consider a proposal for a new apartment complex in **Branan Field Village**, which is going in at the southeast corner of Old Jennings and Branan Field roads, just off Blanding Boulevard in Middleburg. Ashford Pointe would be an affordable housing complex for ages 55 and up, with a maximum of 100 units.

If approved by the county, it would still need the OK for Florida Housing Finance Corporation funding.

The full plan for Branan Field Village includes retail, office and hotels.

ST. AUGUSTINE

Book Warehouse has opened in **St. Augustine Premium Outlets**. Auntie Anne's Pretzels is expected to open early fall, as wells as a renovated Lids store, which has been closed during its remodeling.

PERMITS

3851 Emerson St., tenant buildout for **Spring Park Pharmacy**, \$14,500, 1,388 square feet, Design Prism & Construction.

841 Prudential Drive, tenant buildout for **One Call Care Management**, \$267,407, 15,583 square feet, Adams Interior Contractors. One Call is consolidating its Jacksonville offices into its Southbank headquarters.

1900 Boulevard, renovations of first floor restrooms at **UF Health** to make ADA compliant, \$71,768, Sauer Inc.

1058 Arlington Road, tenant buildout for **Magic Gold** arcade, \$64,395, 4,667 square feet, TDB Construction.

10445 San Jose Blvd., adding drive-up ATM to **Bank of America**, \$92,000, Golden Sands General Contractors.

1101 Bay St., demolition of part of **JTA's** convention center skyway station, \$200,000, Balfour Beatty Construction.

4852 Town Center Pkwy., tenant buildout for **Mattress One**, \$200,000, 3,998 square feet, Crabtree Construction. It's going into The Strand. Town Center Promenade is getting a Mattress Firm.

2861 College St., new modular building for **McCall Services Lawn Care**, \$205,000, 1,960 square feet,

F&G Construction General Contractors.

13333 103rd St., installation for interior storage racks for **Amazon**, \$2,488,090, Fasanelli Construction. The fulfillment center is expected to open this week.

14353 N. Main St., alteration to existing building for **Synergy Rents**, \$941,028, 10,000 square feet, North Coast Construction.

532 Riverside Ave., renovations on 6th and 7th floors for **Florida Blue Cross and Blue Shield**, \$371,174, 26,000 square feet, Fickling Construction.

8540 Argyle Forest Blvd., tenant buildout for arcade, \$1,000, 1,750 square feet, Prism Design & Construction.

2548 Oak St., tenant buildout for **The Stuffed Beaver** restaurant, \$141,661, 1,410 square feet, Crabtree Construction. The restaurant, going into the space formerly occupied by Judson's, describes itself as French-Canadian with an emphasis on crepes.

3928 Baymeadows Road, tenant buildout for **Beirut Grocery** in Shops of Goodbys Creek, \$40,000, Brink Construction. It's planned next to Beirut restaurant.

SALES

Oro Capital Advisers of Los Angeles paid \$13,150,000 for **The Columns** apartments at **333 Laurina St.** The 246-unit complex was built in 1968 and last sold for \$7,550,000 in 2013. It also paid \$16.3 million for the **Riverview** apartments, **301 Caravan Circle**. The 304-unit complex was built in 1974 and last sold for \$8.8 million in 2014. Both complexes are off Atlantic Boulevard, west of Southside.

O'Reilly Auto Parts paid \$325,000 for 4.6 acres at the corner of **Beaver Street and Chaffee Road**. The chain did not respond to questions about its plans; it currently has 12 stores in Jacksonville.

53 Jacksonville Holding LLC of Staten Island, N.Y., paid \$2,420,000 for the **Wendy's** building at **9510 Applecross Road**. It was built this year.

Westland One Property LLC of Lake Oswego, Ore., paid \$2,493,750 for the 35,269-square-foot warehouse at **6196 Lake Gray Blvd.**

Gate Petroleum paid \$1.1 million for three parcels totaling 4.3 acres at Blanding Boulevard and Hyde Park Road, in front of Cedar Hills Shopping Center. It plans to build a car wash there, one of about 20 the company plans in the area. roger.bull@jacksonville.com, (904) 359-4296

BILLBOARDS

Continued from F-1

A big unknown: the impact of self-driving automobiles on both old-style "dumb" billboards and their smarter progeny.

"Often your car is a proxy for demographics. We get several ad agencies who say, I want to advertise to affluent men over \$100,000 (in annual salary) with XYZ education. Often driving a BMW or an Audi is a proxy for that," said Kevin Foreman, general manager of geoanalytics at INRIX, a Kirkland, Wash., company that gathers and sells real-time traffic information.

To determine make, model and year of cars on the road, start-up companies marry powerful computing, roadside sensors or cameras and pinpoint advertising.

One of them is Synaps Labs. Co-founder and CEO Alex Pustov said the company installs roadside cameras roughly 600 to 650 feet in front of electronic billboards. The cameras feed images of oncoming cars through a cellular signal to a computer.

Packed in the computer's memory are some 2,000 different images of each of 1,600 makes and models of cars, he said.

"Initially, it was labor intensive. We needed to collect millions of images," Pustov said. "We manually created libraries of car makes and models."

It only takes a second or so to transmit and digest the image and channel back a targeted ad that a driver would see for eight or nine seconds, Pustov

said.

When multiple lanes are filled with traffic, the computer can determine broad groups of targets, say, owners of older automobiles, and flash ads accordingly.

Smart billboards can also target motorists on the highway or pedestrians passing bus shelters by picking up cellular or mobile signatures, Wi-Fi signals or even beaconing given off by certain apps.

The billboard sector, or what the industry prefers to call "out of home" advertising, comprises \$7.5 billion of the \$185 billion annual U.S. advertising market, said Andrew R. Sriubas, chief commercial officer at OUTFRONT Media, one of the nation's big three outdoor advertisers.

Industry experts are cautious to note that the data harvesting is anonymous, hoping not to evoke the creepy billboards of the 2002 movie "Minority Report," in which a protagonist finds signage addressed to him directly.

"It doesn't have to know who you are. It needs to know what you are. It says 'I see phone ID 453ABCD. I happen to know that phone number is associated with a millennial Hispanic female, therefore send it this ad,'" Sriubas said.

Moreover, the data industry collects vast information about the whereabouts of mobile users by the apps on their smart phones, which share global positioning system, or GPS, signals every 15 seconds.

"When you click 'I allow' on your favorite mobile app, if they're a part-

ner of ours ... you most likely are anonymously sending us your GPS point heading," Foreman said.

That is partly why INRIX says it can anonymously track the GPS signals of over 300 million drivers in 65 countries. Moreover, one in four cars coming onto the road today emit their own GPS signals.

Smart billboards can consider other factors for targeting, such as time of day, weather conditions and upcoming events. A digital sign catering to pedestrians can also make judgments.

"It can detect gaits. So it understands male versus female, it understands kids versus adults," Sriubas said. "There's a bunch of very sophisticated algorithms that it can understand."

Using that data, he added, "I know you're male or female. I know you're within a certain age category, 30 to 40. I know that you live in this location and you work in that location."

The rollout of digital smart billboards is far from uniform. U.S. municipalities, counties and states have different restrictions on placement, brightness and frequency of rotation of outdoor ads, and whether video — which can distract drivers — is permitted.

"There are significant safety issues. There are significant privacy issues that are still out there. Usually these kinds of issues get worked out," said Dan Jaffe, head of government relations for the Association of National Advertisers, a marketing industry trade group.

MEXICO

Continued from F-1

said.

Money is expected to pour into the economy as Mexico City and the federal government tap their disaster funds.

As of June, the city's disaster fund stood at 9.4 billion pesos (more than \$500 million), making it slightly larger than the national fund, according to a Moody's Investors Services report.

Of course, the national fund also has to deal with recovery from the even stronger Sept. 7 quake that has been blamed for nearly 100 deaths, mostly in the southern states of Oaxaca and Chiapas.

There will be months of work ahead from demolition to repairs and reconstruction.

Mexico City Mayor Miguel Angel Mancera said that 360 "red level" buildings would either have to be demolished or receive major structural reinforcement. An additional 1,136 are repairable, and 8,030 buildings inspected so far were found to be habitable.

At least 38 buildings, including apartments and office buildings, collapsed during the earthquake.

Mexico's education ministry also has 1.8 million pesos to spend on school repairs. In Mexico City alone, only 676 of the city's 9,000 schools had been inspected and cleared to resume classes, Education Secretary Aurelio Nuno said Monday.

AIR Worldwide, a Boston-based catastrophe



A condemned apartment building on Lazaro Cardenas street in the Narvarte neighborhood of Mexico City exposes interior rooms and glimpses of lives disrupted by the Sept. 19 earthquake. (AP Photo/Moises Castillo)

modeling consultant, provided a wide range for industry-insured losses, but noted they would be only a small part of the total economic losses. It put the insured losses at between 13 billion pesos (\$725 million) and 36.7 billion pesos (\$2 billion).

A graceful traffic roundabout encircled by restaurants, cafes and shops is now a sprawling expanse of medical tents, piles of food and other relief supplies, and stacks of building materials. While relief work went on outside Monday, men were busily wrapping furniture in foam and

plastic inside the Antigua Arte Europeo store.

Stone panels on the building's facade appeared cracked or were altogether missing. Saleswoman Luisa Zuniga said the owners were waiting for civil defense inspectors to certify there was no structural damage to the building before reopening to the public.

Meanwhile, they were moving furniture that could still be sold to their other branches.

"Then we'll see how long it takes to fix everything," she said. "It is important to get back to work."

Business Calendar

Compiled by Cindy Hollifield, The Times-Union

MONDAY

Beaches Business Association, 11:30 a.m.-1 p.m., The Blind Rabbit, 311 Third St. N., No. 107, Jacksonville Beach. \$13 lunch. (904) 834-1268 or bbjax.org.

Westside Real Estate Networking Group, 6 p.m., J.L. Trent's Seafood & Grill Restaurant, 4553 120th St. Hosts: Clayton and Sara Plank. Pay for your own meal. (888) 545-7342 or jaxreia.org.

TUESDAY

Fashion Group International of North Florida, 5-7 p.m., Anazao Galleries, 3568 St. Johns Ave. 15% of all sales to benefit FGI Rising Star Fund. Includes wines. fgi.org.

Toastmasters Workshops, 6:30 p.m., Mandarin branch library, 3330 Kori Road. Features "7 Steps to Become a Better Speaker." Event repeats at 1:30 p.m. Oct. 12, Pablo Creek Regional branch library, 13295 Beach Blvd. Reservations, email speakupjax@gmail.com.

Quick Start Class, networking

6:30 p.m., program 7-9 p.m., JaxREIA Office, 103 Century 21 Drive. Speaker: Steven Carter on "Rental Properties and Landlording." (888) 545-7342 or jaxreia.org.

WEDNESDAY

Island Council, 8:30 a.m., Fernandina Beach Golf Club, 2800 Bill Melton Road, Fernandina Beach. Speaker: Dale Martin, city manager. \$25; members get in free; optional breakfast available. (904) 261-3248, ext. 107.

Southside Business Men's Club, buffet lunch, noon; program, 12:30-1:30 p.m.; San Jose Country Club, 7529 San Jose Blvd. Speaker: Ed Dean, WBOB Radio host, with an overview of Florida's current political landscape, as well as a few pertinent local issues. \$20 online/cash, \$22 credit card at the door, members; \$25 online/cash, \$27 credit card at the door, nonmembers. Reservations, (904) 419-3205 or southsidebusinessmensclub.com.

League of Women Voters

Jacksonville/First Coast, lunch, 11:30 a.m.; presentation, noon-1 p.m.; Seasons 52, St. Johns Town Center, 5096 Big Island Drive. Speaker: Gary Farris, founder of the Florida Rights Restoration Coalition, St. Johns Chapter, on "Felon Restoration of Voting Rights." \$20 a person. Reservations, lvwjacksonvilleleague.org.

Ribbon Cutting, 5-6 p.m., Fern & Dina's Gallery and Gifts, 26 S. Fifth St., Fernandina Beach. Includes wine, beer and viewing the gallery. Free. (904) 261-3248 or aifby.com.

THURSDAY

FirstThursday B2B meeting, 4:30 p.m., Jacksonville Urban League, 901 W. Union St., second floor conference room. Speaker is Anna Lopez Brosche, Jacksonville City Council president, on "That's Jacksonville." Free. Registration encouraged. (904) 374-9313 or firstthursdayjacksonville.org.

Recalls

Associated Press

JOGGING STROLLERS

J is for Jeep brand cross-country all-terrain jogging strollers made by Delta. The strollers have two wheels in the back and one smaller wheel in the front. "J is for Jeep" is printed on the side of the stroller sun canopy and a star-with-a-circle-around-it logo is printed on the front bottom of the seat and on the side of the stroller. The model number and lot number are printed on a "Delta Children" label with a blue heart at the left-bottom frame support. They were sold at Target, Wal-Mart and other stores nationwide and Shopko stores in Wisconsin from August 2015 through August 2016. Details on models involved in the recall can be found at cpsc.gov/Recalls/2017/Delta-Recalls-Strollers.

Why: The stroller leg bracket can break, posing a fall hazard to infants in the strollers.

For more: Call Delta at (800)

377-3777 from 9 a.m. to 6 p.m. ET Monday through Friday, send email to recall@deltachildren.com or visit deltachildren.com and click on "Help Center" and then "Recall Center."

SPORTS HELMET

Pro-Tec City Lite and Pro-Tec Street Lite adult multisport helmets. The helmets have chin straps secured by plastic buckles and were sold in sizes S, M, L, and XL. The buckle bears the markings "ERGO-LOK" and the "UTX D-FLEX" logo. A label on the inside of the helmet reads "Pro-Tec City Lite" or "Pro-Tec Street Lite." The recalled helmets have a date code inside on the EPS liner in the format MM/DD/YYYY-090EO. There are two vent holes in the back of the helmet. The left vent hole has either an LED light or a plastic insert. The City Lite helmet was sold in rubber black and gloss white, and the Street Lite helmet

was sold in rubber black, rubber red and gloss white. They were sold at McCully Bicycle & Sporting Goods, Quality Bicycle Products, Uncle Funky's Boards, and other sports specialty stores nationwide and at Amazon.com and ProtecB2C.com from February 2016 through January 2017. **Why:** The buckle on the helmet fails to meet current federal safety standards, posing a risk of head injury. **For more:** Call Pro-Tec at (844) 368-3695 from 7:30 a.m. to 4 p.m. PT Monday through Friday, or visit protecbrand.com and click on "CPSC Safety Recall" at the bottom of the page.

