

BOLD Landscaping Beautification is Everyone's Business







Biscayne Boulevard, Miami, Fla.

c. 1929

FLORIDA
1845

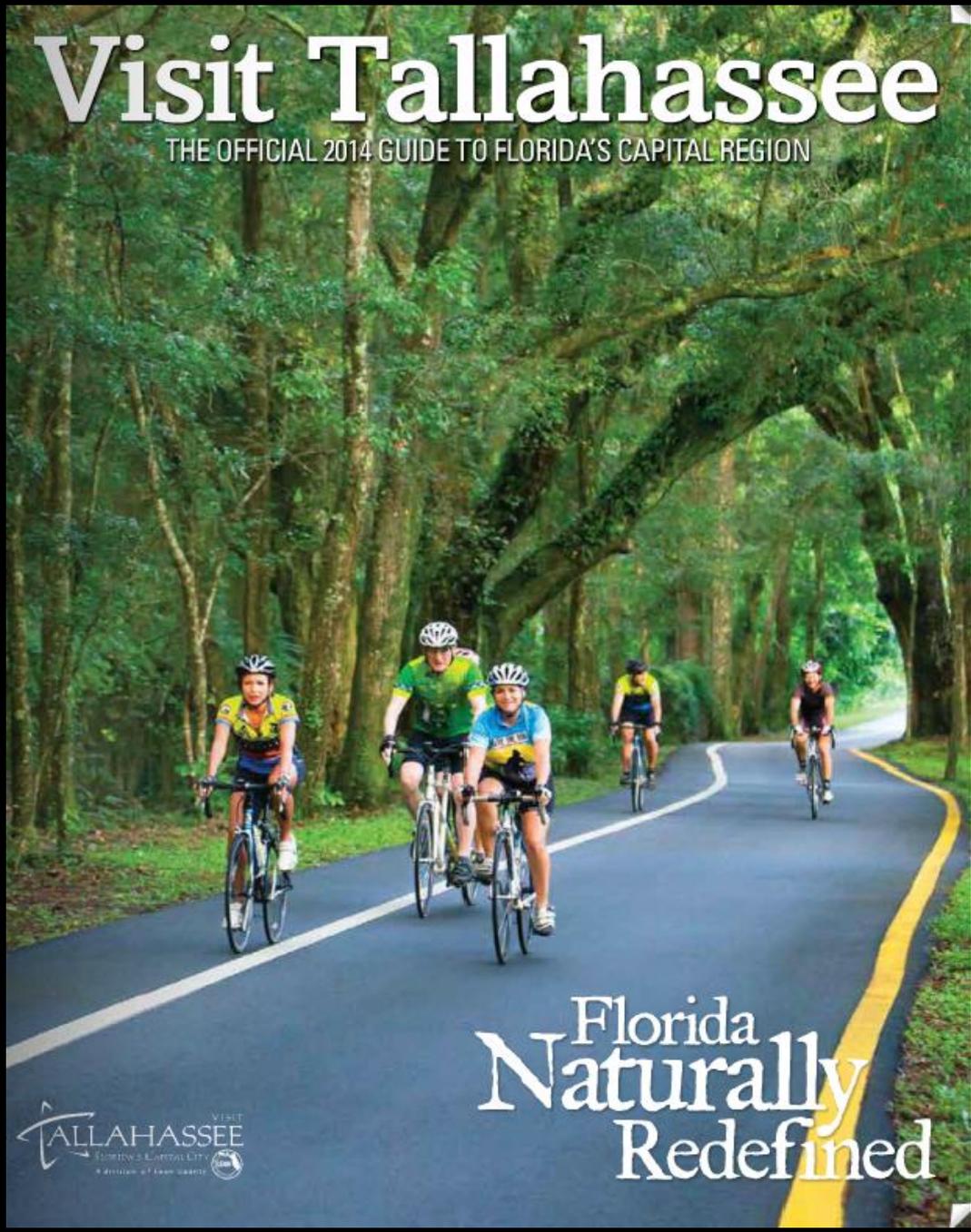


GATEWAY TO DISCOVERY

2004
E PLURIBUS UNUM

Visit Tallahassee

THE OFFICIAL 2014 GUIDE TO FLORIDA'S CAPITAL REGION



Florida
Naturally
Redefined



2060 Florida Transportation Plan



HORIZON
2060
a new era for transportation in florida



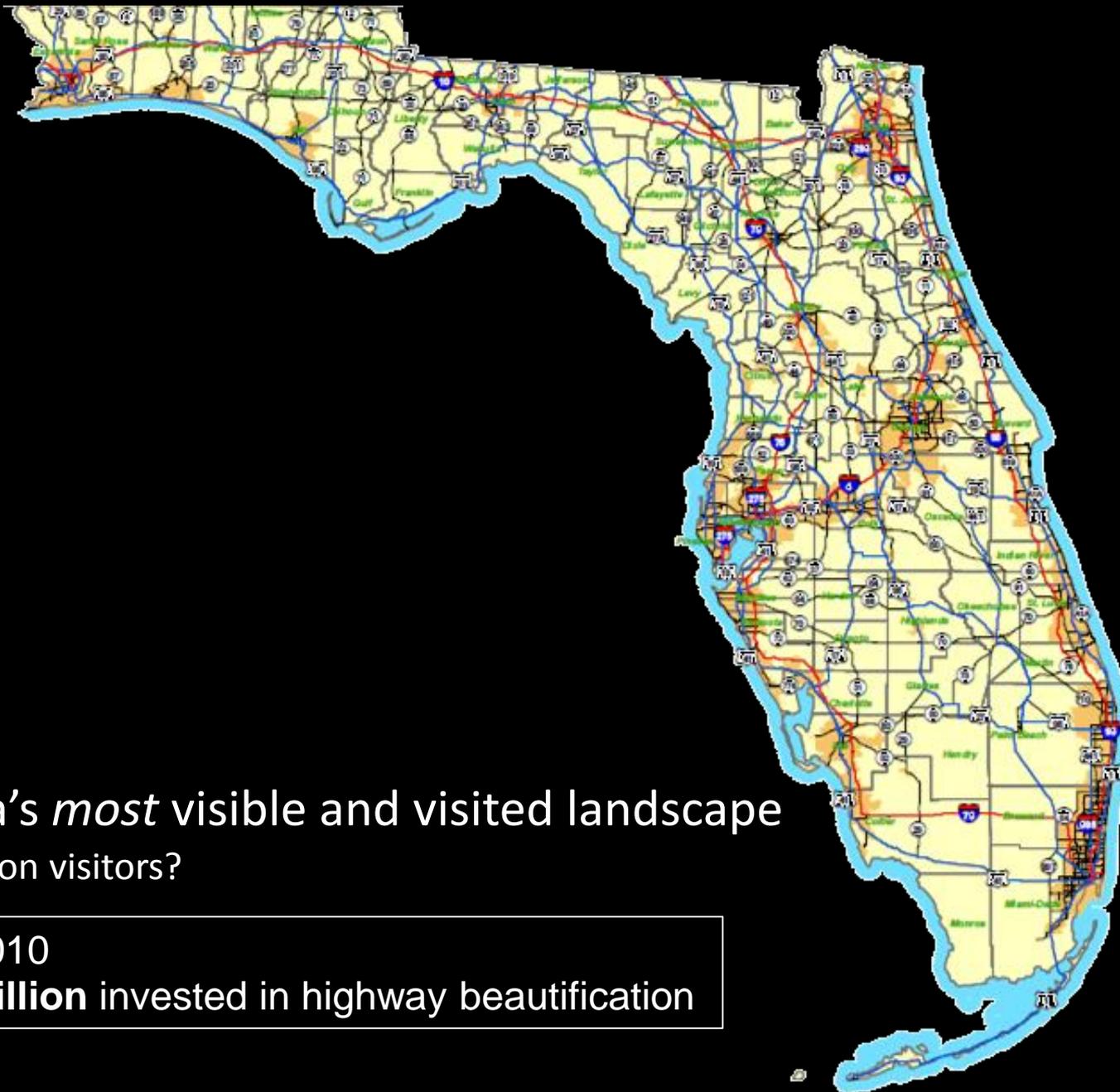
GOAL Make transportation decisions to support and enhance livable communities

Welcome to

FLORIDA

THE SUNSHINE STATE

Governor Rick Scott



Florida's *most* visible and visited landscape
100 million visitors?

2001-2010

\$280 million invested in highway beautification



MDX



Old vs Bold



391.JPG



Florida Department of Transportation

Rick Scott
Governor

605 Suwannee Street
Tallahassee, FL 32399-0450

Ananth Prasad, P.E.
Secretary

Business of Beautification

To me, in sum, beautification means our total concern for the physical and human quality we pass on to our children and the future. Mrs. Lyndon Johnson, 1993

Now and for the next few years, to make Florida the most attractive place to do business, to attract visitors and businesses to invest more time and money in Florida, the Department can implement **bold** roadside beautification projects using many large trees, and few if any shrubs. With thoughtful site specific design, this *Consistent, Predictable, and Repeatable* approach will produce the highest visual impact and distinctive sense of place at the lowest design, construction, and maintenance cost. Ten, twenty, thirty, and forty foot tall or taller trees generously and safely placed at the most highly traveled interchanges and gateways into and through the state (Florida's most visible landscapes) will instantly create a welcoming and enjoyable experience; the first and lasting impression of the state and individual communities. Overstocked Florida based nurseries are discounting large trees by 50% or more, and in at least one case offering 0% financing. Palms, especially in Central and South Florida, are the state's signature trees; what visitors and investors expect to see, what they pay to see. Palms are the only type of trees that can feasibly and effectively be transplanted (and re-transplanted if need be) when mature. No other tree type can provide such instant impact, and be as resilient to Florida's extreme weather events. Each District, in conjunction with other agencies, can identify and program the ten highest priority roadside landscapes (e.g., state line, sea ports, airports, rail stations, scenic highways, beaches, historic sites, resorts, REDI communities, national parks and forests); where beautification is most able to help attract and grow



business. Decisions about the selection, placement, and care of trees can continue to be made with full participation of the local governments and maintaining agencies. Where necessary to fully implement highest priority projects, the Department can budget and accept responsibility for landscape maintenance.

For the future, as the economy strengthens and as the highest priority roadside landscapes are being completed, beautification can be routinely integrated into the processes used to plan, design, construct, and maintain roadways; roadways that accommodate **bold** performing landscapes that enhance private enterprise and public health and safety. Roadside landscape projects can mimic natural processes that manage stormwater, filter air, abate noise, shade pedestrians, conserve energy, provide habitat, *and* be beautiful. **Bold** leadership at all levels within the Department can make it possible to create and sustain memorable landscapes that contribute to the State's overall well being.

- Favorable
- Welcoming
- Safe, secure

Business
Enterprise



Florida Department of Transportation

RICK SCOTT
GOVERNOR

605 Suwannee Street
Tallahassee, FL 32399-0450

ANANTH PRASAD
SECRETARY

POLICY

Effective: May 15, 2013
Office: Production Support
Topic No.: 000-650-011-c

In carrying out this policy, the Department will:

- Make highway beautification *everyone's* business.
- Accommodate existing and proposed trees and other long lived plants by consistently integrating landscape conservation and highway beautification into the processes that are used to plan, design, construct, and maintain roadways.
- Utilize design strategies that enhance Florida's distinctive sense of place, create lasting curb appeal, and minimize the cost to conserve and maintain high quality landscapes.
- Accept responsibility for maintenance of the state's highest priority landscapes, as established by the Department, when necessary to implement this policy.
- Develop and implement a system to track costs and accomplishments of programs contributing to highway beautification.

A handwritten signature in black ink, appearing to read "Ananth Prasad".

Ananth Prasad, P.E.
Secretary

@FDOT_Secretary

1.5% for Highway Beautification Programs

- \$40+ million is currently programmed for FY 2015
- *What can be accomplished?*

Now

- Make beauty *everyone's* business
- *Every* landscape project implemented successfully
 - Not just bigger trees... **BETTER!**
- Identify and program highest priority landscapes
 - Where able to help attract and grow business
 - Where necessary re-design
 - Where appropriate, accept responsibility for maintenance
- **Be BOLD!**

A black and white photograph of a coastal landscape. In the foreground, a paved road runs horizontally across the frame. To the left of the road, a row of tall palm trees stands in a line, receding into the distance. To the right of the road, the ocean is visible, extending to the horizon. The sky is clear and light-colored. The overall scene is a classic Florida coastal view.

Business of Beautification *Now*

- ***BOLD Landscapes***

- **INSTANT CURB APPEAL**-Instant ability to help attract and grow business
- Visual impact and distinctive sense of place; its why people come to Florida; what they expect to see, what they *pay* to experience
- **MANY LARGE TREES AND FEW IF ANY SHRUBS**; keep it simple
- Landscapes that *grow* in value

For the Future

- Plan, design, construct, and maintain roadways to
 - **accommodate bold performing** landscapes that enhance private enterprise and public health and safety.
 - **mimic natural processes** that manage stormwater, filter air, abate noise, shade pedestrians, conserve energy, provide habitat, *and* be beautiful.
 - **grow in value**... paying meaningful environmental and economic dividends, unimpeded by current or future recessions.





Tallahassee 2012



- Accommodate existing and proposed trees and other long lived plants by consistently integrating landscape conservation and highway beautification into the processes that are used to plan, design, construct, and maintain roadways.



Midway 2012



Welcome To
Florida's Turnpike
The Less Stressway





Jacksonville 2013

Florida's Highway Beautification Programs
www.MyFloridaBeautiful.com

THE ST. PETERSBURG TRIBUNE

St. Pete adding palm trees, landscaping at Howard Frankland sign



Summer 2013

SOUTH FLORIDA

SunSentinel

HIGH-FIVE FOR NEW PALMS

Landscaping on I-95, I-595 make a picturesque gateway to Fort Lauderdale



SUSAN STOCKER/STAFF PHOTOGRAPHER

I-595/I-95 Ft. L

Hundreds of palm trees are being planted along the I-95 and I-595 interchange as part of a nearly \$6 million project by the state.



LYNDA BELL
VICE CHAIR

August 21, 2013

The Honorable Rick Scott
Governor, State of Florida
The Capitol
400 South Monroe Street
Tallahassee, Florida 32399-0001

Dear Governor Scott:

I write to you today to thank you for your commitment and support of the beautification of Florida's Highway, The Turnpike. I am most appreciative of your Administration's recent efforts to beautify this most important roadway, especially near the Florida City exit.

consideration for additional landscaping along several key southern areas of the Turnpike. Biscayne Drive or S.W. 288th Street, along the Ronald Reagan Turnpike, serves as the entrance to the legendary Homestead Air Reserve Base where the 482nd Fighter Wing calls home, as well as the intersection at S.W. 137th Avenue need particular attention.

Ideally, it is suggested that additional planting of landscaping and natural beautifying efforts begin by November of this year as it rains consistently in this part of the state during that time. As you know, the Florida Turnpike will soon be widened to six lanes in order to accommodate additional traffic. Given these recommendations, the beautification process should be completed by the end of the Turnpike's expansion.

Once again, thank you for your Administration's efforts to increase landscaping along the southern end of the Florida Turnpike and for your consideration of my proposal.

Sincerely,

Lynda Bell

Lynda Bell
Vice Chair,
Miami-Dade Board of County Commissioners

The Hon. Ananth Prasad, P.E.
Florida Secretary of Transportation

Ms. Diane Gutierrez-Scaccetti
Executive Director, Turnpike Enterprises





FL-91



 Exit Street View



© 2014 Google
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Google earth

[Report a problem](#)

28°32'47.48" N 81°33'33.75" W elev 150 ft eye alt 123 ft

Orlando, SR439 and Turnpike

© 2014 Google

Imagery Date: 1/22/2013 28°32'36.06" N 81°33'24.36" W elev -118 ft eye alt 5362 ft



1990

Exit Street View



© 2014 Google
© 2014 Google

Google earth

[Report a problem](#)



Orlando, SR528 and I4
near International Drive

+

Imagery Date: 1/17/2014

28°25'14.54" N 81°28'30.84" W elev 111 ft eye alt 119 ft

28°25'14.68" N 81°28'13.01" W elev 109 ft eye alt 6292 ft



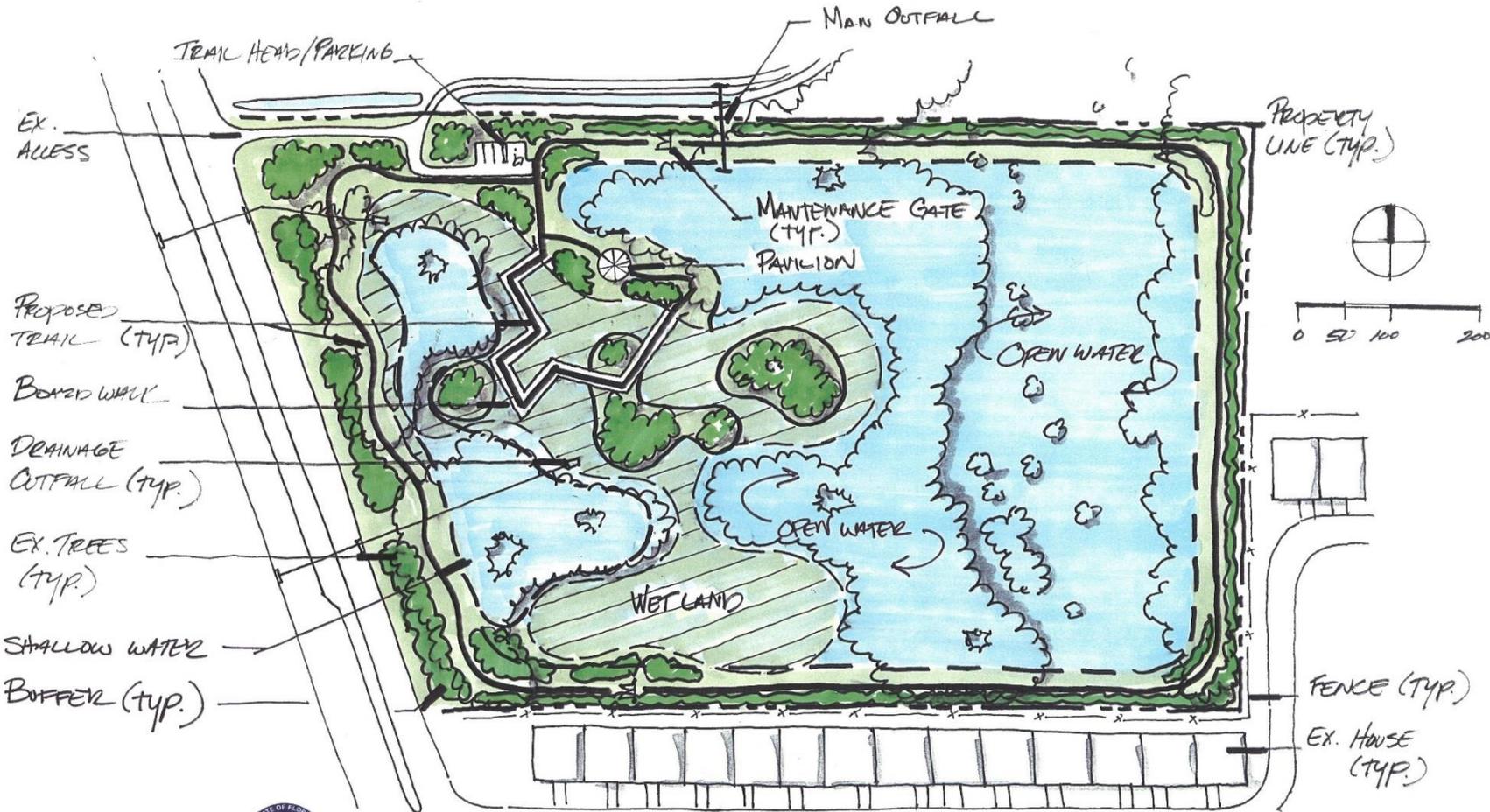
SCALE: 1" = 100'

BELVEDERE ROAD

INTERSTATE
95

SOUTHBOUND INTERSTATE 95
NORTHBOUND INTERSTATE 95

Palm Beach International Airport
I95 @ Southern Blvd



STORM WATER POND INITIAL CONCEPT

Looking *Forward* to **BOLD** Landscapes

- Stand alone... Any project > \$100K
- Large projects – Get Noticed
- *Accountability ... Every* project implemented successfully
- Two year establishment period
- 24% additional payment for successful establishment
- More design build low bid
- Roadway designs that accommodate landscape design
- Beautiful Stormwater Ponds
- Commitment to Maintenance

Thanks for all the great work ... this is what we had in mind for BOLD Landscaping.
Ananth
Ananth Prasad, P.E. | Secretary
Florida Department of Transportation



Let's get to work

- Make beauty everyone's business
- Every project implemented successfully
- Many large trees, few if any shrubs
- **Bold** leadership at all levels
- Roadways designed to accommodate **BOLD** performing landscapes