



Florida Department of Transportation

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Business of Beautification

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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

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 will invest a portion of the statewide landscape budget to implement **bold** roadside beautification projects. With thoughtful site specific design, this ***Consistent, Predictable, and Repeatable*** approach produces the highest visual impact and distinctive sense of place at the lowest design, construction, and maintenance cost. As part of these **bold** landscapes, large palms and trees generously and safely placed at the most highly traveled interchanges and gateways into and throughout our state (Florida's most visible landscapes) instantly create welcoming and enjoyable experiences. These are often the first and lasting impressions of our state and our communities. As our state's signature trees, palms are what residents, visitors, and job-generating business investors expect to see.

In conjunction with other agencies, each District identifies and programs high priority roadside landscapes (e.g., state line, seaports, airports, rail stations, scenic highways, beaches, historic sites, resorts, REDI communities, national parks and forests) where **bold** landscapes are most able to help attract and grow business and reinforce Florida's distinctive sense of place. Decisions about the roadway landscapes, including the selection, placement, and care of trees, can continue to be made with full participation of the local governments and maintaining agencies. Where

appropriate and necessary to fully implement high priority projects, the Department budgets and accepts responsibility for landscape maintenance.



Beautification, public safety and

environmental benefits are routinely integrated into the design, installation and maintenance of high priority roadside landscapes to accommodate **bold** performing landscapes that enhance private enterprise. Roadside landscape projects can mimic natural processes to help manage stormwater, filter air, abate noise, shade pedestrians, conserve energy, provide habitat, **and** be beautiful. **Bold** leadership at all levels within the Department makes it possible to create and sustain memorable landscapes that contribute to Florida's overall well-being. Not all Department landscape projects are required to be bold. Emphasis can be expanded to include the conservation and management of existing trees, as well as planting roadsides with small trees which grow large. Smaller trees and tree seedlings

can grow quickly to provide beautification and reforestation along many urban, suburban, and rural roadsides. Planting and managing diverse communities of Florida-friendly™ native and non-native tree species reinforces the **bold** landscapes already in place -- and helps overcome other design, construction, and maintenance challenges. This simple and sound investment approach grows in value and pays meaningful and indefinite environmental and economic dividends, unimpeded by economic conditions.

Making Florida's roadways bold and attractive is everyone's business at the

Department of Transportation. Work plans developed by the District Landscape Architects and Managers describe strategies, tactics and measures that, upon implementation, will increase and sustain the return on Florida's investment in highway beautification.

Work Plan Highlights:

- Strengthen the Department's Highway Beautification Policy to demonstrate sustained commitment.
- Work with Department landscape architects and leaders to determine where bold landscapes are most appropriate.
- Increase landscape expertise in planning, design, construction, and maintenance in each District office
- Address landscape conservation and improvements early in roadway planning, project development, and design (including drainage, utilities, ped/bike). Roadway designs need to safely accommodate the landscape design.
- Develop landscape project performance measures and targets tied to other department programs (safety, pedestrian and bicyclists, safe routes to schools, accessibility, drainage, transit, maintenance).
- Document the direct economic benefits of each landscape project, including number of full-time and part-time employees, suppliers, nurseries, etc.
- Develop a system to track and monitor landscape projects over time and space. Create an annual report card for landscape projects on how the projects mature and the cost and quality of care. Document what has been invested, where, and how the investments are growing.
- Utilize landscape projects to enhance mobility and safety (e.g., midblock crossing, delineation, headlight glare, traffic calming).
- Upgrade online resources for landscape stakeholders, including instruction and information about roadside landscape design, installation and maintenance.
- Emphasize Florida-friendly™ landscape principles, such as "right plant in right place," "sustainable," and, "non-invasive."
- Establish specifications and payment methods for landscape soils to be placed during roadway construction and for soil replacement when necessary during landscape installation.
- With stand-alone projects, enhance oversight during landscape construction by:
 - Developing a process for the maintaining agency to participate in final acceptance;
 - Revising inspection reports to include mulch, weeds, litter, etc.;
 - Developing minimum education and experience requirements for landscape CEI;
 - Authorizing post-design services for the Registered Landscape Architect of record; and,
 - Developing a process to pay landscape contractors during establishment periods.
- Improve landscape maintenance by determining design life of the landscape project; and, who and how maintenance will be paid for its duration.
- Establish landscape maintenance cost limits during project designs.
- Assess, approve and reconfirm landscape maintenance plans and projected annual maintenance costs before completing design and before installation begins.
- Develop and retain expertise in the art and science of tree care, roadside forestry, land and landscape management for safety, value, beauty, and soil and water quality.
- Develop programmatic landscape recommendations and requirements to minimize maintenance (e.g., space large trees so as to accommodate large machine mowing).
- Establish design guidelines for low and high maintenance commitments.
- Publish online photo gallery of successful landscape projects.
- Include landscape quality in customer satisfaction surveys.
- Explore opportunities for public/private partnerships for landscape design, installation and maintenance.