Introduced by Council President at the request of the Mayor:

RESOLUTION 2011-322-A

A RESOLUTION ENCOURAGING COMMITMENT TO THE
CONSERVATION OF ROADSIDE NATIVE WILDFLOWERS ON
STATE AND COUNTY ROADWAYS; ENCOURAGING CITY
STAFF TO PARTNER WITH THE FLORIDA DEPARTMENT
OF TRANSPORTATION AND ADJOINING PROPERTY
OWNERS TO PLAN AND IMPLEMENT ROADSIDE
MANAGEMENT PRACTICES THAT WILL INCREASE THE
VISIBILITY AND ENJOYMENT OF FLORIDA NATIVE
WILDFLOWERS; REQUESTING EMERGENCY PASSAGE;
PROVIDING AN EFFECTIVE DATE.

WHEREAS, the natural beauty of wildflowers in Duval County can
be enjoyed by everyone, can attract guests, and can benefit
commerce, environmental health and public well-being; and

WHEREAS, enjoyment of native wildflowers is an occasion for
all county and community leaders to unite for the benefit of
everyone; and

WHEREAS, many naturally beautiful species of native
wildflowers, including Coreopsis, the state wildflower, as depicted
on the State Wildflower license tag, are already prominently
displayed along Duval County’s state and county roadways; and

WHEREAS, increasing the visibility of native wildflowers in
Duval County is consistent with the vision of the Comprehensive
Plan and the goals of many individuals, businesses, and community-
based organizations; and
WHEREAS, the presence of native wildflowers is essential to
the fitness of native pollinator species necessary for productive
and profitable farms and forests; and

WHEREAS, in the spring of 1513, Juan Ponce de Leon named this
beautiful place La Florida, Land of Flowers, because of the wealth
of native wildflowers; and

WHEREAS, in the year 2013, native wildflowers will be a
prominent icon of Florida’s and Duval County’s quincentennial
celebration of Spain in Florida; and

WHEREAS, it is desirable and attainable to experience the
beauty of many more native wildflowers by reducing the frequency
and extent of roadside mowing; and

WHEREAS, the St. Johns River Northbank Riverwalk is an ideal
candidate to establish a pilot project corridor for management of
native wildflowers; now therefore

BE IT RESOLVED by the Council of the City of Jacksonville:

Section 1. Encouragement. The City Council does
hereby commit and encourage others to commit to the conservation of
roadside native wildflowers on state and county roadways, and does
hereby encourage City staff to partner with the Florida Department
of Transportation and adjoining property owners to plan and
implement roadside management practices that will increase the
visibility and enjoyment of Florida native wildflowers.

Section 2. Requesting Emergency Passage, Pursuant to
Council Rules 4.901 Emergency. Emergency passage of this
legislation is requested. The nature of the emergency is that the
grant application deadline is May 13, 2011.

Section 3. Effective Date. This resolution shall become
effective upon signature by the Mayor or upon becoming effective
without the Mayor's signature.
Form Approved:

[Signature]

Office of General Counsel

Legislation prepared by: Florida Wildflower Foundation

G:\\SHARED\\LEGIS.CC\2011\res\05.09.11.Mayor.FDOT.Wildflowers.doc
RESOLUTION 2011-322-A

CERTIFICATE OF AUTHENTICATION

DECLARED AN EMERGENCY MEASURE AND ADOPTED BY THE COUNCIL

May 10, 2011

John D. "Jack" Webb
COUNCIL PRESIDENT

ATTEST:

Cheryl L. Brown
COUNCIL SECRETARY

APPROVED: MAY 12 2011

John Peyton, Mayor

CITY OF JACKSONVILLE
FLORIDA