

JULY 3, 1986 THE REPORTER PAGE 27

LAND USE FUNDING IS LAW

GOV. GRAHAM SIGNS LEGISLATION

The check is no longer in the mail as of Monday (June 30) when Governor Bob Graham signed two bills that guarantee over \$11 million in Land Use planning funds over the next two years for Monroe County.

Graham signed two House bills (H1405, H217) one for land use funding and another that provides \$46,000 to start converting the old highway bridges into fishing platforms.

Breakdown of land use funding follows:

- \$1.05 million for costs of implementing the Plan.
- \$1.05 million seed money for Monroe County Land Authority to purchase land made undevelopable and devalued by the Plan. (A new name and structure for the original 'Conservancy concept').
- \$1 million for a solid waste recycling plant feasibility study.
- In the second year the county will receive:
 - \$850,000 for the Marathon regional government center.
 - \$150,000 planning and land acquisition for the Marathon center.
 - \$259,000 seed money for a Keys Conch Hatchery.
 - \$2 million for the construction of a solid waste facility.
 - \$4.95 million for land acquisition.

The foregoing article on Land Use for Monroe County also covers the elimination of illegal and non-conforming billboards and sign control around commercial areas.

AUGUST 14, 1986 THE REPORTER PAGE 3

I was surprised at your pro-stand for eyesore and view-blocking billboards in the Florida Keys. Businesses can put up large, attractive signs on their places of business. They can advertise in newspapers, on radio and television and the best advertisement of all, word of mouth.

THE REPORTER PAGE 3

AUGUST 21, 1986

Editor: *The Reporter*

Since I have information from 37 States concerning their legislation on billboards and signs, and some of their "State law reviews", plus the outcome on having greater tourist business I feel that I must reply to your recent editorial (Aug. 31) regarding billboards.

I am enclosing some of the most pertinent information, as concisely as possible, for public consumption.

In my research I found that it was the business people, the "Chambers of Commerce", in most instances, who were taking the initiative in such action. Houston, Texas is one of the latest examples. Our local chambers, Islamorada, Marathon and Big Pine Key - (and citizen groups) all have sent letters backing the billboard moratorium in Monroe County for the study of our Board of County Commissioners.

Now the U.S. Senate has a bill upgrading the Highway Beautification Act of 1965 known as the "Lady Bird Act", under the sponsorship of over 20 Senators. It is known as the Gorton Bill.

We have so much beauty to offer the tourist that is unique in the world and as the director for tourism in the Hawaii Islands stated "the business community understands the need to protect and preserve the beauty of the islands," etc.

The fight against Billboards began in 1909, in Hawaii, by a group of women calling themselves "The Outdoor Circle". The battle for legislation took 14 years, but Hawaii eliminated all polluting signs from their beautiful islands. The director for tourism for the Hawaii Is. stated in 1983, "Tourism is important to the economy of the State, and the business community understands the need to protect and preserve the beauty of the islands, in order to promote and perpetuate this industry."

We, the residents of our scenic Florida Keys, feel this way about our 107 mile chain of islands. Many famous people have spoken out against billboards as, "a form of pollution", as far back as Teddy Roosevelt in 1902. They have been called Acts of aggression against the American landscape; A form of blight which invariably lowers property values, wastes energy, and invariably discourages tourism. Tourists seek the unspoiled countryside and unobliterated scenic beauty of nature. Unlike what we have developed on the Fl. Keys, with billboards and signs covering up the Atlantic Ocean, the Gulf of Mexico, and the mangrove and native hammocks of our Keys.

Billboards violate our constitutional right to privacy. Unlike other forms of adv. which can be eliminated at the flip of a switch or a turn of a page...there is no possible way to turn off a billboard. Because they are designed to distract motorists attention billboards also cause accidents. Highways with billboards have more accidents, according to a survey by the Nat'l Safety Council.

Billboards are unnecessary. Most billboards advertise liquor, cigarettes, and other products which have nothing to do with roadside business. A national poll of Holiday Inns found that 97% of their guests reserved their rooms in advance, and their company reflects this with their new advertising...no pulsing light, just sophisticated advert.

There are a number of alternatives to billboards to bring tourist to the businesses. The County Highway Beautification Committee researched these and in Feb. 1986 made recommendations to the Board of County Commissioners for their study: Besides the use of Logo systems at Mile Markers, The Tourist Development Council could set up a welcome station near MM 106 with all of the brochures and other business announcements of special events; and of course there is always the radio stations, the newspapers and the yellow pages, and many other P.R. ways to draw the tourist into each of the businesses.

Some states have gone further with their logo signs than the usual food, lodging and fuel (that D.O.T. sets up). However I have been informed by the Fl. State Highway Adm. Mr. P.E. Carpenter that he saw no reason why the Interstate and Parkway logo signs could not be extended on down the Overseas Highway, if we can get an ordinance controlling signs. This is of course just an option, to consider. Oregon became one of the first states to use Logo signs 13 years ago, and that has become a model of all other states. If tourists arrive at MM 106 Welcome station without reservation, and need information then our T.D.C. dollars should go toward this. Hundred of municipalities, and 37 states have banned billboards and set controls on business signs. I have further information if needed.

Moreover in other states where municipalities have set up ordinances, courts have upheld them on the basis of aesthetics alone, with the additions of traffic safety, protection of property and tourism signs with info on each island!

A statement by Chief Justice Warner Burger of the United States Supreme Court, "A city or county has the power to regulate visual clutter in much the same manner it can regulate any other feature of it's

environment; pollution is not limited to the air that we breathe and water that we drink; it can equally offend the eye and ear."

With aesthetic interest in community appearance,

Betty Wilson
Tavernier

OUR STORY GOES ON

In June of 1985, two members of the Upper Keys Garden Club braved the busy traffic of the Overseas Highway to record information on the billboards on each side of 20.3 miles. They walked through heavy underbrush to get close enough to read the permit signs, which according to Florida law must be visible. Recorded were the permit and license numbers, the owner of the sign and the mile marker.

With the support of the Upper Keys Garden Club and many others in Monroe County, the Florida Department of Transportation is pursuing the wishes of the community to have the billboards removed. A representative of the D.O.T. now comes every two weeks to inspect the signs and post removal notices.

During 1986 our Garden Club wrote letters to our Governor and to all of our Florida State and U. S. Senators and Representatives, supporting legislation dealing with billboards. We also had correspondence with D.O.T., Elizabeth Dole and F.D.O.T. working on funding compensation for removal of bill boards and asking for a designation of "Scenic Highway for U.S.1" in the Florida Keys. With all of this good information and their help we are able to move forward.

Removal of the unsightly billboards, planting of trees, shrubs and flowers and increased pride in the appearance of the Overseas Highway will soon return this area of Florida to the beauty that earned it the designation "THE FABULOUS FLORIDA KEYS".

MISSION ACCOMPLISHED!

PULL OUT PACKET OF LETTERS
ON NEXT PAGE

LETTERS FROM DIGNITARIES ON
HIGHWAY BEAUTIFICATION, BILLBOARDS
SCENIC HIGHWAY DESIGNATION FOR THE
FLORIDA KEYS AND HELP WITH THE
REMOVAL OF BILLBOARDS, BY SUPPORT
FOR THE SENATE AND LEGISLATIVE
BILLS BOTH U.S. AND FLORIDA:



SEN. LAWTON CHILES
SEN. PAULA HAWKINS
SEN SLADE GORTON
D.O.T. Outdoor Adv. JANE STEEL
DANTE FASCELL, HOUSE REPR.
SEN. PAULA HAWKINS (2)
D.O.T. GARY KISSINGER
D.O.T. P.E. CARPENTER
F.H.A. ELIZABETH DOLE D.O.T.
GOVERNOR BOB GRAHAM and
Senior Analyst CHRISTI MOORE

IF YOU CARE TO READ
THESE LETTERS, PLEASE
PULL OUT THE PACKET.



32.

LAWTON CHILES
FLORIDA

32.

COMMITTEES:

APPROPRIATIONS
BUDGET
GOVERNMENTAL AFFAIRS
SPECIAL COMMITTEE ON AGING
DEMOCRATIC STEERING COMMITTEE

United States Senate

August 1, 1986

Mrs. Lynn Shullaw
President
Upper Keys Garden Club Inc.
Post Office Box 373
Travernier, FL 33070

Dear Mrs. Shullaw:

Thank you for writing me in support of S. 1494, legislation to prohibit additional billboards being placed along our Federal-Aid Highway System. The legislation will also require the removal of existing billboards that are in nonconformance with local zoning.

As you may know, on July 22, the Environment and Public Works Committee adopted an amendment which was similar to S. 2405. The amendment adopted by the Committee and included in a new 4-year highway reauthorization bill would prohibit the erection of any new billboards on our system of Interstate and Primary highways unless that billboard was on the premise of an on-going business and was advertisement for that particular business. Additionally, the amendment returned to the states the authority to regulate existing billboards and authorizes the use of Federal-Aid Highway funding as cash compensation to remove billboards which do not conform with local zoning ordinances. Furthermore, the legislation requires states to maintain an updated billboard inventory categorizing those which are nonconforming and illegal; it makes it illegal to cut trees or remove other vegetation on the right-of-way when the purpose of such action is to make existing billboards more visible; it prohibits the upgrading of existing, legal billboards; and it requires within 90 days from enactment that all illegal billboards and billboards for which removal compensation has already been paid be removed.

The House Committee takes an entirely different approach in its legislation by simply providing \$5,000,000 to be used by states to pay individuals to remove illegal and nonconforming billboards. Clearly the Senate legislation is much more comprehensive and should be more effective in meeting the objective of highway beautification.

In the weeks ahead, when the Senate bill comes to the floor for a vote, please be assured that I will keep your views in mind.

With best regards,

Sincerely yours,

Lawton Chiles
Lawton Chiles

PULL OUT PACKET
OF LETTERS

LC:mhm

PAULA HAWKINS
FLORIDA

United States Senate

WASHINGTON, D.C. 20510

October 28, 1986

Mary E. Wulff
120 Camelot Dr.
Tavernier, Florida 33070

Dear Mary:

Thank you for contacting me regarding the Highway Beautification provisions which were included in the Federal Aid Highway Act (S. 2405).

Your concerns are legitimate ones that should be addressed in a timely fashion. Unfortunately, due to a number of other issues of equal importance, this legislation did not pass Congress in the 99th Congress. I am confident that this issue will receive further consideration in the 100th Congress, which convenes January 15, 1987.

I appreciate your opinions and comments which provide me with essential information, enabling me to formulate appropriate policies. Your contribution is invaluable to our democratic process and to the welfare of Florida.

Please do not hesitate to contact me in the future should you need further assistance.

Sincerely,



Paula Hawkins
United States Senator

PH/kse

United States Senate

WASHINGTON, D.C. 20510

August 27, 1986

Mrs. Lynn Shullaw
Upper Keys Garden Club
Post Office Box 373
Tavernier, Florida 33070

Dear Mrs. Shullaw:

Thank you for your letter supporting the National Highway Beautification Act of 1985. I appreciate knowing that you feel as strongly as I do that we must do something to put an end to the visual pollution that mars our nation's highways.

The bill I introduced would ban the construction of new billboards. It would end the windfall cash payments received by billboard owners at the expense of the American taxpayer by eliminating the present requirement of federal compensation for the removal of nonconforming signs. Additionally, my bill will close the "rural loophole" in the present Act. While the present Act bans billboards in rural areas, it allows them in unzoned commercial or industrial areas. This loophole has resulted in billboard owners constructing "sham" commercial buildings in rural areas around which they cluster unsightly billboards. Billboard owners would also be prohibited from clear-cutting trees and other vegetation to make their billboards more visible.

Recently, the Environment and Public Works Committee strongly endorsed billboard reform. In a decisive 11-4 vote, the Committee voted to add many of the provisions in S. 1494 to Section 117 of the omnibus highway bill, S. 2405. Senators Stafford, Bentsen, and Moynihan offered the amendment that would ban the construction of new billboards, allow states to choose to use amortization or cash compensation as a method of compensation for the removal of nonconforming billboards, prohibit the cutting of trees on state rights-of-way for the purposes of making billboards more visible, require the immediate removal of illegal billboards and billboards for which compensation has already been paid. While this is a substantial victory for billboard reform, the fight is not yet over. The highway bill will be considered by the full Senate in the first part of September and it is expected that an effort may be mounted to delete these provisions from the Senate bill.

Mrs. Lynn Shullaw

August 27, 1986

Again, thank you for writing. I appreciate your support and I, too, hope that we will be successful in trying to restore the scenic landscapes along our nation's highways.

Sincerely,

A handwritten signature in dark ink, appearing to read "Slade Gorton". The signature is fluid and cursive, with a prominent horizontal line across the top.

SLADE GORTON
United States Senator

SG:ssm

Florida



Department of Transportation

Haydon Burns Building, 605 Suwannee Street, Tallahassee, Florida 32301-8064, Telephone (904) 488-8541

BOB GRAHAM
GOVERNOR

THOMAS E. DRAWDY
SECRETARY

August 28, 1986

Mrs. Lynn Shullaw, President
Upper Keys Garden Club, Inc.
Post Office Box 373
Tavernier, Florida 33070

Dear Mrs. Shullaw:

Governor Graham requested my office reply to your letter, and that of Mrs. Betty Wilson, regarding the desire for a "Scenic Highway" designation for U.S. 1 in Monroe County to beautify our Florida Keys.

I sincerely appreciate your recent correspondence and would like to thank you, on behalf of the Department of Transportation, for your diligent efforts and continuing personal commitment to the control and regulation of billboards. It is evident you share our concern in conserving the natural beauty of our State and promoting the recreational value of public travel. Toward that goal, areas throughout the state has been identified as scenic areas.

This list, however, is to be considered the beginning of recognizing scenic areas in our beautiful State of Florida. The possibility of additional areas being added will be investigated, if a request such as yours is brought to the attention of our office. Such an investigation entails the District VI office in Miami to identify the number of specific signs and businesses along this route. This office will inform you once this investigation is complete.

Thank you for your interest in keeping our State scenic. With more concerned citizens like yourself, our beautiful State would be a better place in which to live.

Sincerely,

A handwritten signature in cursive script that reads "Jane I. Steele".

Jane I. Steele
State Administrator
Outdoor Advertising

JIS:ab

cc: Mrs. Betty Wilson
Mr. William Kenney
Mr. John Stormont

DANTE B. FASCELL
19TH DISTRICT, FLORIDA

FOREIGN AFFAIRS COMMITTEE
CHAIRMAN

ARMS CONTROL, INTERNATIONAL
SECURITY AND SCIENCE SUBCOMMITTEE
CHAIRMAN

SELECT COMMITTEE ON NARCOTICS
ABUSE AND CONTROL
MEMBER

Congress of the United States
House of Representatives
Washington, DC 20515

CHARLES R. O'REGAN
ADMINISTRATIVE ASSISTANT

COMMISSION ON SECURITY AND
COOPERATION IN EUROPE
MEMBER

NORTH ATLANTIC ASSEMBLY
CHAIRMAN
HOUSE DELEGATION

CANADA—UNITED STATES
INTERPARLIAMENTARY GROUP
MEMBER, U.S. DELEGATION

September 10, 1986

Ms. Betty B. Wilson
215 Tide Avenue
Tavernier, Florida 33070

Dear Ms. Wilson:

The enclosed response is forwarded for your information.

I appreciate having this opportunity to be of service to you. If I
can be of further assistance, please do not hesitate to contact me.

Best regards.

Sincerely,



DANTE B. FASCELL
Member of Congress

DBF/MS
Enclosure



U.S. Department
of Transportation

Federal Highway
Administration

Office of the Administrator

400 Seventh St., S.W.
Washington, D.C. 20590

September 4, 1986

In Reply Refer to
HRW-12

RECEIVED
1986 SEP -8 PM 2:17
CONGRESSMAN
DANTE B. FASCELL

The Honorable Dante B. Fascell
House of Representatives
Washington, D.C. 20515

Dear Mr. Fascell:

Thank you for your August 22 letter to Secretary of Transportation Elizabeth Hanford Dole on behalf of Ms. Betty B. Wilson. Ms. Wilson wrote you regarding funding for "just compensation" for billboard removal in Florida. Your letter was forwarded to the Federal Highway Administration for response because this agency administers the provisions of the Highway Beautification Act of 1965, as amended.

Ms. Wilson sent a similar letter to Secretary Dole on June 10. Mr. P. E. Carpenter, our Division Administrator in Tallahassee, responded to her letter on July 3 (copy enclosed).

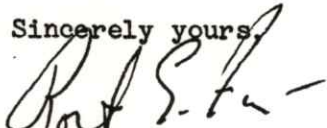
Mr. Carpenter explained that for the past several years, Congress has not appropriated monies for the purchase and removal of billboards. While there are limited funds remaining for the Highway Beautification Program in other States, Florida has expended all of its funds.

Florida has initiated a "Logo" sign program. While it currently applies to the Interstate and limited-access primary highways, we believe it could be expanded to cover the "Overseas Highway." Mr. Carpenter suggested that she contact Mr. Gary Kissinger, Florida Department of Transportation, 605 Suwannee Street, Tallahassee, Florida 32301, for information on the State's Logo program.

Since Mr. Carpenter's response to Ms. Wilson, Congress has been considering numerous bills which would reform the highway beautification program. The House of Representatives passed a transportation bill (H.R. 3129) which contains some major amendments to the Act. The Senate will consider a transportation bill (S. 2405) in September which also contains amendments to the Act. Enactment of new legislation could be expected to relieve current funding problems.

I trust that this information will be helpful to you in responding to Ms. Wilson. If I can be of further assistance, please let me know.

Sincerely yours,


Robert E. Farris
Deputy Administrator

Enclosure

July 3, 1986

HRW-FL

Ms. Betty B. Wilson
215 Tide Avenue
Tavernier, Florida 33070

Dear Ms. Wilson:

Your June 10, 1986 letter to Secretary of Transportation Elizabeth Dole has been forwarded to me to respond to your inquiry relative to the availability of funding for "just compensation" for billboard removal.

In your editorial, you quoted from the Florida Keys Magazine relative to nine million dollars held in the Federal Trust Fund for the removal of illegal and non-conforming billboards. For the past several years, Congress has not appropriated monies for the purchase and removal of billboards.

There have been funds appropriated for the Highway Beautification Program. These funds have been specifically reserved to pay outstanding obligations to the "Bonus States". Florida did not choose to participate in the Bonus State Program and; therefore, none of these funds are reserved for use in Florida.

The State has initiated its Logo sign program and while it currently applies to the Interstate and limited access primary highways, we believe it could be expanded to cover the "Overseas Highway".

To assist you in securing information on the State's Logo program, we suggest you contact:

Mr. Gary Kissinger
Florida Department of Transportation
605 Suwannee Street
Tallahassee, Florida 32301

We regret that we cannot offer a method of funding to assist Monroe County in its endeavor to beautify the Highway in the Florida Keys.

-more-

Ms. Betty B. Wilson
July 3, 1986

2

The Federal Highway Administration greatly appreciates and commends the "Roadside Development for the Florida Federation of Garden Clubs, District XII" and the Monroe County Highway Beautification Committee for its efforts and interest in beautifying the Florida Keys Highway.

Sincerely yours,

P. E. Carpenter

P. E. Carpenter
Division Administrator

cc: Washington (HEV-12)
Region (HPP-04)

DANTE B. FASCELL
19TH DISTRICT, FLORIDA

FOREIGN AFFAIRS COMMITTEE
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MEMBER

NORTH ATLANTIC ASSEMBLY
CHAIRMAN
HOUSE DELEGATION

CANADA—UNITED STATES
INTERPARLIAMENTARY GROUP
MEMBER, U.S. DELEGATION

August 21, 1986

Ms. Betty B. Wilson
215 Tide Avenue
Tavernier, Florida 33070

Dear Ms. Wilson:

Thank you for your letter and enclosures.

You are certainly to be commended for the effort you are making to beautify the Florida Keys. I have brought your correspondence regarding billboard removal and compensation to the attention of Secretary Dole. I will contact you further as soon as I have the benefit of a response.

You may be interested to know that prior to House passage of H.R. 3129, the Surface Transportation Act, an amendment dealing with billboards was adopted. This proposal would freeze the number of billboards on federal highways while continuing the policy of reimbursing the billboard industry for signs that are taken down. It is my understanding that more stringent legislation regarding billboards may be considered by the Senate. Therefore, you may wish to advise our two Florida Senators of your views, if you have not already done so.

Again, many thanks for writing.

Sincerely,



DANTE B. FASCELL
Member of Congress

DBF/MS

PAULA HAWKINS
FLORIDA

United States Senate

WASHINGTON, DC 20510

July 7, 1986

Betty B. Wilson
215 Tide Avenue
Tavernier, Florida 33070

Dear Betty:

Thank you for your recent letter regarding highway beautification and the use of billboards.

The Highway Beautification Act of 1985, S. 1494, is pending before the Senate Committee on the Environment and Public Works. S. 1494 prohibits the construction of new billboards on federal highways and tree-cutting solely to increase billboard visibility. An important aspect of this act allows state and local governments the power to regulate billboards using their own zoning authority. I understand the importance of this matter and be assured that I will keep your views in mind when considering this bill in the Senate.

Again, thank you for bringing your concerns to my attention.

Sincerely,



Paula Hawkins
United States Senator

PH:jj



U.S. Department
of Transportation

Federal Highway
Administration

Florida Division Office

227 N. Bronough St.
Room 2015
Tallahassee, Florida 32301

July 3, 1986

IN REPLY REFER TO: HRW-FL

Ms. Betty B. Wilson
215 Tide Avenue
Tavernier, Florida 33070

Dear Ms. Wilson:

Your June 10, 1986 letter to Secretary of Transportation Elizabeth Dole has been forwarded to me to respond to your inquiry relative to the availability of funding for "just compensation" for billboard removal.

In your editorial, you quoted from the Florida Keys Magazine relative to nine million dollars held in the Federal Trust Fund for the removal of illegal and non-conforming billboards. For the past several years, Congress has not appropriated monies for the purchase and removal of billboards.

There have been funds appropriated for the Highway Beautification Program. These funds have been specifically reserved to pay outstanding obligations to the "Bonus States". Florida did not choose to participate in the Bonus State Program and; therefore, none of these funds are reserved for use in Florida.

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605 Suwannee Street
Tallahassee, Florida 32301

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-more-

Ms. Betty B. Wilson
July 3, 1986

2

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Sincerely yours,

A handwritten signature in cursive script that reads "P. E. Carpenter". The signature is written in dark ink and is positioned above the typed name and title.

P. E. Carpenter
Division Administrator



U.S. Department
of Transportation
**Federal Highway
Administration**

400 Seventh St., S.W.
Washington, D.C. 20590

In Reply Refer to:
HRW-12

Ms. Betty B. Wilson
215 Tide Avenue
Tavernier, Florida 33070

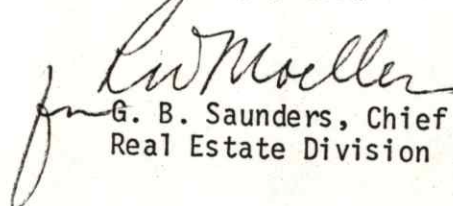
Dear Ms. Wilson:

Thank you for your June 10 letter to Secretary of Transportation Elizabeth Hanford Dole concerning the outdoor advertising control program in Florida. Your letter was forwarded to the Federal Highway Administration for response because this agency administers the provisions of the Highway Beautification Act of 1965, as amended (the Act).

I have asked Mr. P. E. Carpenter, our Division Administrator in Florida, to look into this matter and respond directly to you. Mr. Carpenter is our local representative responsible for administering the provisions of the Act in Florida. He is therefore in a better position to respond to your specific concerns. You should be hearing from Mr. Carpenter shortly.

On behalf of Secretary Dole, I appreciate your taking the time to let us know of your concerns.

Sincerely yours,


G. B. Saunders, Chief
Real Estate Division



BOB GRAHAM
GOVERNOR

STATE OF FLORIDA

Office of the Governor

THE CAPITOL

TALLAHASSEE 32301-8047

November 7, 1986

Ms. Betty B. Wilson
215 Tide Avenue
Tavernier, Florida 33070

Dear Ms. Wilson:

Thank you for your letter to Governor Graham concerning the efforts of the Monroe County Highway Beautification Committee to eliminate billboards from U.S. 1.

The Florida Statutes permit the Florida Department of Transportation (DOT) to buy non-conforming signs. Unfortunately, in the past there have been insufficient funds appropriated to carry out this function. The DOT is requesting funding for this program in it's 1987-89 Legislative Budget Request. Any funds which are ultimately appropriated will be targeted to the priority list of scenic areas. The Florida Keys are, of course, on this priority list.

You and the Committee may want to consider bringing this to the attention of the Monroe County legislative delegation. Their assistance during the Legislative session may help in having the requested funds appropriated for this program.

Thank you for your continued efforts as well as those of the other members of the Committee.

Sincerely,

Christie Moore
Senior Governmental Analyst

CM/cw

Financial Statement

On the two-fold project we donated :

To Monroe County, for our part in the
Highway Beautification Project of the
Overseas Highway (U.S.1) 13 miles.....\$500.00

For the Beautification project for our own
Frances Tracey Garden Center, and Bird Sanctuary
200' frontage total cost for trees, shrubs and soil.....\$550.00
\$1,050.00

Activities to attain our goals:

1. Annual Garden Walk.....held each January, for the public to visit six different gardens each year, and enjoy a luncheon at our Garden Center.
2. Annual Art Among The Flowers held each November, following Thanksgiving, with artist from around south Florida using our ground to set up booths or tables of crafts among our plantings.
3. Annual Standard Flower Show held late Febr. or March.

These activities not only provide us with funds to maintain our Club House and the Grounds, but follow the guide lines of our Federation, in keeping our activities strictly Gardening oriented.

It is also a great Public Relations Project, not only for our own community to acquaint themselves with our activities, but it brings in people from around south Florida and many other states, as well as foreign countries. Hundred of people attend each of these activities.

LANDSCAPE ARCHITECTS JOB COST ESTIMATE

DATE 9/7/84

JOB NAME: HWY. BEAUTIFICATION

ESTIMATE #

JOB LOCATION:

SHEET #

DESIGNER/ESTIMATOR:

KEY	QTY	QTY	QTY	MATERIAL - SIZE AND DESCRIPTION	CONT.	UNIT COST	TOTAL
37				TABEBUIA ARGENTIA TREE 8'-9'	1210	30 "	1560 "
38	40			MAHOGANY SWIETENIA TREE 8'-9'		30 "	1200 "
39	58			TABEBUIA PALLIDA TREE 7'-8'		30 "	2220 "
40	33			CALOPHYLLUM ANTILLANUM TREE 7'-8'		30 "	1170 "
41	65			BURSERA SINAPUBA TREE 8'		30 "	1950 "
42	62			DELOXIX REGIA TREE 9'-10'		30 "	690 "
43	10			JACARANA ACUTIFOLIA TREE 10'		30 "	300 "
44	14			CONOCARPUS ERECTUS TREE 7-8'		30 "	420 "
	319						
	25	YOS.		NURSERY MIX		15 "	375 "
							9885 "

UPPER KEYS GARDEN CLUB, INC.
FRANCIS TRACY GARDEN CENTER
Designated Bird Sanctuary

plus \$550.00 for 8' to 12' trees and shrubs purchased in 1985
to beautify the 200' highway frontage and to add food for the
bird habitation.

VERONICA MERRILLII
Christmas Palm

PISIDIA PISIPULIA
Jamaican Dogwood

BURSERIA SIMARUBA
Gumbo Limbo

LYSILOMA BAHAMENSIS
Wild Tamarind

INTEGERRIMA
Jatropha

COCOLOBA UVIFERA
Sea Grape

BOURRERIA OVATUM
Strongbark

CALLISTEMON VIMINALIS
Bottle Brush

CHRYSOPHYLLUM OLIVIFORME
Satin Leaf

TECOMARIA CAPENSIS
Cape Honeysuckle

TABEBUIA ARGENTIA
Silver Trumpet

ACUTIFOLIA
Jacaranda

BAUHINIA BLAKEANA
Hong Kong Orchid

CARISSA GRANDIFLORA
Natal Plum

SIMAROUB GLAUCA
Paradise

LIGNUM VITAE

SOPHORA TOMENTOSA
Necklace Pod

CALLICARPA AMERICANA
Beauty Berry

HAMELIA PATENS
Fire Bush

SURIANA MARITIMA
Bay Cedar

BRYSONIMA LUCIDA
Locust Berry

PINELAND QUILLBERRY

ARAUCARIA EXCELSA
Norfolk Island Pine

IXORA COCCINEA

OCHROSIA ELLIPTICA
Wedge Apple

TABEBUIA PALLADA
Trumpet Tree

TORRUBIA LONGI FOLIA
Blolly

FARNESIANA
Sweet Acacia

CHA MAEDOREA
Dwarf Caned Palm

CHRYSA LIDOCARPUS LUTESCENS
Arecia Caned Palm

CASSIA BAHAMENSIS
COCO PLUM (Native)

TECOMA STANS
Yellow Elder

SCAEVOLA PLUMERIER

LANTANA DEPRESSA
Native Yellow

PLUMBAGO CAPENSIS

PSYCHOTRIN UNDATA
Wild Coffee

THRINAX MICROCARPA
Keys Thatch Palm

COCOLOBA DIVESIFOLIA
Pigeon Plum

EUGENIA FOETIDA
Long Stopped Stopper

SAVIA BAHAMENSIS
Maiden Bush

ZAMIA FLORIDANA
Coontie

RAPANEA GUIANENSIS
Myrine

ARDESIA ESCALLONOIDES
Marlberry

PSYCHOTRIN UNDATA
Wild Coffee Plants

FINANCIAL STATEMENT
for work done by us
UPPER KEYS GARDEN CLUB, INC

Our project was two-fold:

1. To the Monroe Highway Beautification Project
we donated.....\$500.00
2. For the Beautification Project on the
200' frontage of the Overseas Highway, at our
Frances Tracy Garden Center and Bird Sanctuary
we planted trees and shrubs.....\$550.00
\$1,050.00

ACTIVITIES TO ATTAIN OUR GOALS

1. Annual Garden Walkheld each January, for the public to visit six different gardens each year and enjoy luncheon at our Garden Center.
2. Annual Art Among The Flowers....held each November following Thanksgiving with artists from around south Florida using our grounds to set up booths or tables among our plantings.
3. Annual Standard Flower Show ...held late Febr. or March.

These activities not only provide us with funds to maintain our clubhouse and grounds, but follow the guidelines of our Federation, in keeping our activities strictly gardening.

It is also a great Public Relations Project, not only for Our community to acquaint themselves with our club and its activities, but it brings in people from all over south Florida (men and women), as well as many other states, and visitors from foreign countries. Hundred of people attend each of our three big events.